

THE BLUE PENCIL

GE, Westinghouse and Servel have raised wages 5 per cent. . . . Kelvinator ten per cent. . . . June Servel sales biggest in their history—70 per cent over May says VP F. E. Sellman. . . . Barlow & Seelig, Speed Queen washermakers, are 19.8 per cent ahead of '32 for the first five months. . . . Frigidaire's VP, H. W. Newell, reports June dollar volume 15 per cent over May, 53 pre cent over June, '32. . . . Kelvinator, Leonard prices take another jump up September 1. . . . Lowest model advanced from \$99.50 to \$112.

Philly's annual Electric and Radio Show, staged by the Electrical Association, is set for October 2. . . . This year it will include an All-Industry conference. . . . They are all set for a range campaign Sept. 18-Oct. 29 when the present air-conditioning blow is over. . . . Miller Munson, ex ad mgr for Hoover, VP of Henri, Hurst & MacDonald, is now director of new business for the Goodwin Corp., Chi ad agency. . . . Edison GE Appliance Company, Hotpoint to you, have brought out a new Calrod HiSpeed heating unit made of Inconel metal. . . . appliances will be very much on view at the semi-annual show of Chicago's Merchandise Mart, July 31-August 12. . . . George LaVigne of the LaVigne Electric was elected president of the Greater Miami Electric League. . . . W. C. Allen, last year's president, becomes secretary. . . .

Refrigerator sales for June are the biggest in history. . . . Washer sales are double those of last year. . . . Timken Silent Automatic report oil burner sales 15½ per cent higher in June this year over June '32. . . . Orders received by Kelvinator in June beat the all-time May record of 43,357 units. . . . June went to 44,525 which is 129 per cent better than any previous June in the company's history. . . . Century Engineering, oil burner makers, report June 40 per cent ahead of last year. . . .

Merrily we roll along. . . . L.W.

Electrical Merchandising

Vol. 50

No. 2

Contents for August, 1933

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L. E. MOFFATT Editor

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Assistant Editor
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Market Analysis Editor
HARRY PHILLIPS
Art Director

O. H. CALDWELL
Contributing Editor
EARL WHITEHORNE
Contributing Editor
WM. A. CYR
Pacific Coast Editor

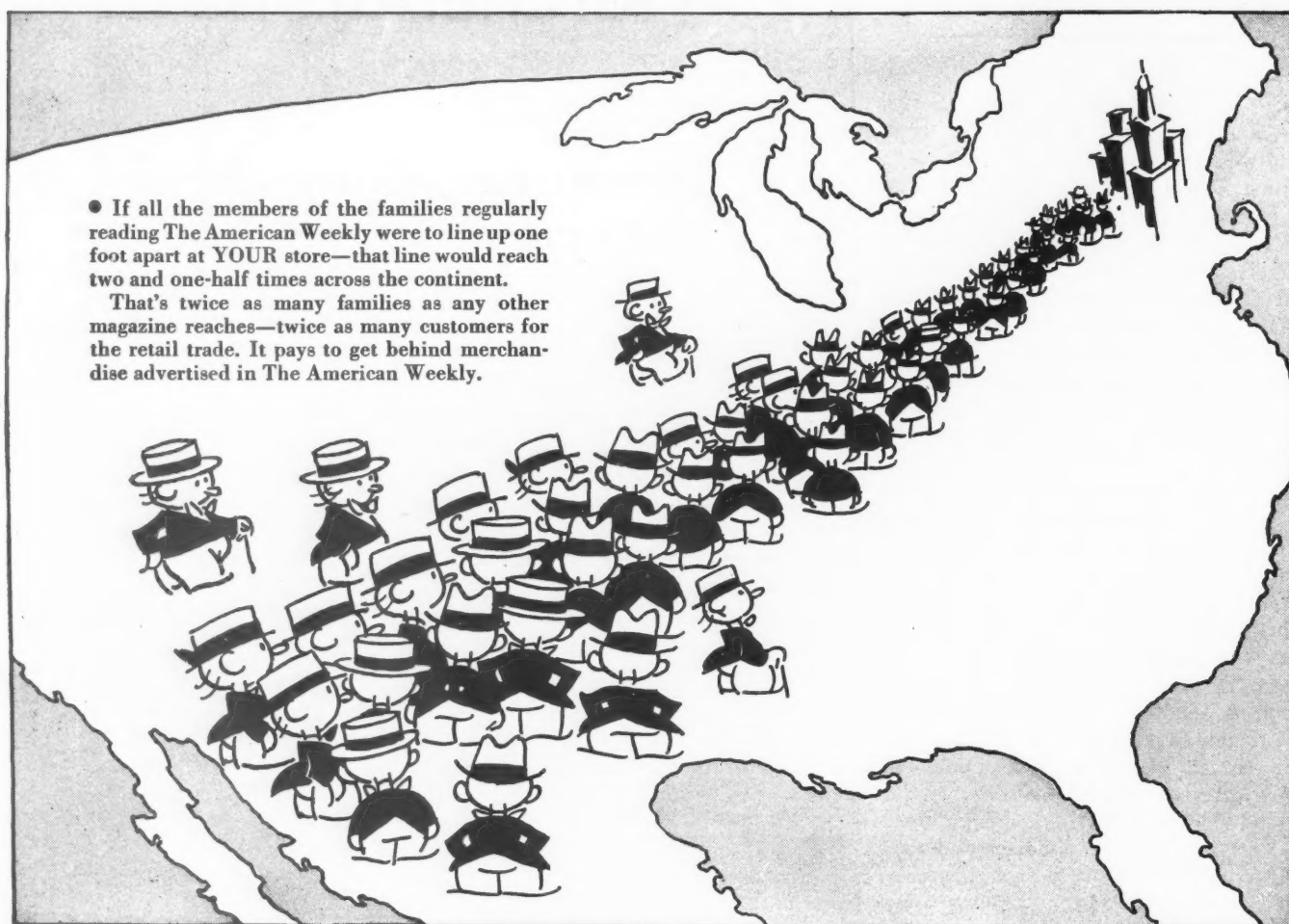
M. E. HERRING

Publishing Director

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AUGUST, 1933

Electrical Merchandising

Established 1916

McGraw-Hill Publishing Company, Inc.

L. E. MOFFATT,
Editor

Exit the CHISELER

THE revised NEMA code, now up for approval, write protection for the independent electrical dealer into the basic structure of the industry.

Although all branches of the industry are framing codes of fair competition, the National Electrical Manufacturers Code is first to pass the stages of public hearing and revision. This is fitting, since NEMA'S Code will be basic to all the other codes adopted in the industry, especially in its provisions relating to price. It is these price provisions in the NEMA Code that will be most eagerly studied by the wholesaler and the retailer.

For the very existence of the electrical appliance trade imperatively demands a control of prices. This does not necessarily imply drastic and arbitrary price advances. It would not be practicable or advisable, even if it were allowable, to attempt to restore 1929 price levels now. That is out. The Government will not hear of it, and the public would not stand for it.

WHAT is demanded by the present situation, in addition to the return of fair retail prices, is that all distribution shall be equally treated in margins of compensation. The dealer has long been discriminated against through extra discounts, secret allowances and spiffs extracted by department store and other mass outlet buyers. The manufacturers gave their shirts to these buyers, which after all, they had a right to do; but they also gave away their dealers' shirts which they had no right to do, but which, said they, was something they couldn't help.

Well, they can help it now. The NEMA Code gives them the means.

This Code is not easy reading for the layman, but it is highly rewarding. It is the 10th Section which provides the means for fair and open competition. This Section requires that in the branches of electric manufacturing where selling has been on the basis of list prices and discounts (covering by definition the whole appliance field) that the manufacturer shall upon notice file with the supervisory agency (NEMA) his price and discount sheet. Copies of this are to be sent by NEMA to all known manufacturers of the particular product. Prices may be revised on ten days' notice; copies of all revisions as well as original schedules are immediately sent to all other manufacturers of the product. By this means, all prices and discounts of all manufacturers can be made known to all the trade. Further, the Code provides that "no manufacturer shall sell directly or indirectly by any means whatsoever, any product covered by the provisions at a price lower, or at discounts greater, or on more favorable terms of payment than those provided in his current net price list and discount sheets."

THE washer, cleaner and refrigerator manufacturers' codes will doubtless be more specific on details of trade practice. The NEMA Code, however, lays the firm basis for fair competition: prices and discounts nailed up for the trade to see and no secret allowances permitted.

Thus the chiseler finds his occupation gone. The day on which the President puts his approval on this code will mark the beginning of a new era of accomplishment, prosperity and stability for electrical appliance manufacturing and distribution.


EDITOR

This Month *as the Editors*

ELECTRICAL CODES PRESENTED AT WASHINGTON

**HON FRANKLIN ROOSEVELT
PRESIDENT OF THE UNITED
STATES WASHINGTON D C**

THE MEMBERS OF THE AMERICAN WASHING MACHINE MANUFACTURERS ASSOCIATION IN SESSION THROUGHOUT THE DAY AND EVENING HAVE AGREED ON A CODE TO BE PRESENTED TO THE RECOVERY BOARD IMMEDIATELY STOP WHILE IN SESSION WE LISTENED TO YOUR INSPIRING TALK AND UPON UNANIMOUS MOTION I WAS INSTRUCTED TO WIRE YOU THE ASSURANCE OF OUR FULLEST COOPERATION AND COMPLETE ACCORD IN YOUR GREAT ENDEAVOR

**E. N. HURLEY, JR.
PRESIDENT AMERICAN
WASHING MACHINE
MFGRS. ASSN.**

The telegram reproduced above was sent to President Roosevelt during a night session of the American Washing Machine Manufacturers' Association meeting in Chicago to adopt a code for their industry. The code was finally adopted that night, coincident with the President's plea to employers the country over to raise wages and employ more help. The code of the washer men is now being submitted to the Deputy Administrator at Washington pending a hearing.

Other industry codes within the electrical group are being prepared to conform to the blanket regulations laid down in the revised code of the National Electrical Manufacturers Association, representing some 60 odd industry groups within the membership of the Association and a score or more not directly affiliated. The revised code of N.E.M.A. was submitted to the Deputy Administrator at Washington, July 21.

REFRIGERATOR SALES SET ALL-TIME RECORD

June Washer Sales Double Those of Last Year

JUNE sales of household electric refrigerators were the largest in the history of the industry.

June sales of household electric washing machines were more than double those of June, 1932.

Those are the latest bulletins we received just before going to press. The refrigeration figures for June, reported by the National Electric Refrigeration Bureau, amounted to 213,420 units compared to a total of 212,770 units reported for May. From a slow start early in the year, that brings the refrigeration total for the first six months of 1933 up to 666,750 units as compared to a total of 589,955 units for the first six months of 1932. The quota set for 1933 is 800,000 units.

Just as exciting are the washer figures reported by the American Washing Machine Manufacturer's Association

absorbed last week in adopting their national recovery code. June sales amounted to 71,175 units as compared to 34,641 units in June, 1932. The largest percentage of increase was scored in sales of gasoline powered washers: June sales this year tripled those of June, 1932. Tangible evidence, as we pointed out last month, that the farmer has come back into the market.

All these sales increases, as a matter of fact, are not the result of dealer's laying in stocks in anticipation of buying—they are the result of actual consumer purchasing that had been throttled all too long. And in both the refrigeration and washing machine fields, the sales increases followed and kept pace with the gradual upping of prices on all fronts. The national advertising slogan "These Prices Cannot Last" seems to have found its mark.

REFRIGERATION GETS SET FOR THE FALL DRIVE

*Electric Refrigeration Week, Set for Sept. 30-Oct. 7
May Make '33 Biggest Sales Year*

WITH refrigeration business hitting the biggest stride yet in the history of this phenomenal business all elements of the industry are pointing now to the major effort of the 1933 season—Electric Refrigeration Week, September 30 to October 7—in the hopes that for the first time since the Electric Refrigeration Bureau was founded the staggering quota set for the year may be reached and passed.

The million-unit quota set for 1931 was almost realized; 1932's second million quota fell far short; the quota for 1933, set at 800,000 units, looks as though it will be passed. And the fall campaign which will be in full tilt by the end of September may see an all-time record of refrigeration sales set in 1933, according to James E. Davidson, Executive chairman of the Bureau.

"The record-breaking total of 212,770 household units sold in May of this year," says Mr. Davidson, "brought the sales total for the first five months to upwards of 450,000. With advance reports from the leading manufacturers indicating that the volume of June sales approximated that of May, thereby bringing the total for the first half of the year to more than 600,000, it would seem that our year's quota of 800,000 units should easily be attained. What we want to do, however, is to hit the million mark, a goal which we almost reached two years ago and which we can reach this year with properly coordinated effort.

"Electric Refrigeration Week offers us the opportunity to gain the needed impetus which will put us over the top in October, November and December.

See IT

"To all local Bureaus, Electrical Leagues and other cooperative bodies interested in the sale of electric refrigerators my earnest advice is that you start now to make your plans for participation in this national activity. You will find that it is none too early to get your program under way if, in fact, you have not already started. There is a lot of preliminary work entailed if your show is going to be a success and a real credit to your community.

"The Electric Refrigeration Bureau has been busy for weeks in the preparation of its promotional campaign. About August 15 it will issue to all local Bureaus and central stations a folder which will remind them of Refrigeration Week and urge them to be prepared to offer the fullest local cooperation in the national activity.

"This announcement will be followed, on September 1, by a booklet which will give complete information, in the most minute detail, as to how to put on an electric refrigeration show. This information will be based upon the actual experience gained in hundreds of cities

of varying sizes where successful shows have been held in the past, and will include complete data on exhibits in a number of cities, classified according to population, which may serve as models for those communities where shows will be held for the first time.

"In the same mailing will be included a broadside folder which will contain reproductions of a new series of cooperative newspaper advertisements, mats of which may be obtained free of charge at the Bureau's home office. A list of cost prices at which posters, window streamers, cut-outs and other advertising material may be obtained will also be included.

"On September 10 the final folder will be issued. This will set forth the details of the national Electric Refrigeration Week Contest and will contain an entry blank to be filled in and returned by the competing Bureau. The rules of this contest are so drawn that the smallest community has an equal chance with the largest to win any one of the seven cash prizes which range from \$500 down to \$25. These prizes are offered for the

best shows put on during Electric Refrigeration Week and will be awarded on the basis of results in actual sales and prospects obtained, in proportion to population and the number of domestic meters, with due regard given to the degree in which local sales outlets cooperate and the amount spent on the exhibit and promotional work connected with it.

"Last year more than three hundred communities staged refrigeration shows during Electric Refrigeration Week. This Spring, due to the encouragement afforded by the success of the Fall shows, nearly four hundred independent exhibits of a similar character were held throughout the country. It cannot be denied that these seven hundred shows played a prominent part in the unprecedented sales activity which had its inception at the end of the bank holiday with the inauguration of the 'New Deal.'

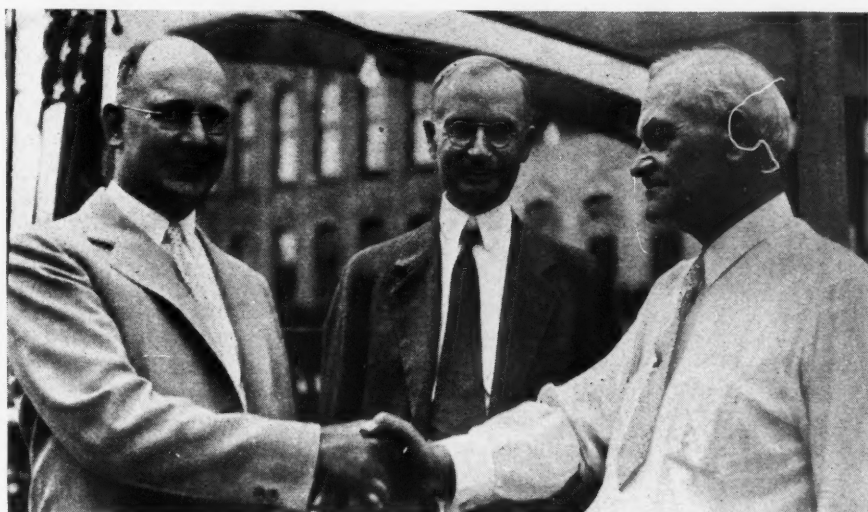
"I note with interest and extreme satisfaction that at the end of May twenty-nine states had exceeded their quotas in the Bureau's national promotional campaign for 1933. This indicates that at the present time the public acceptance of electric refrigeration is more widely distributed than ever before. With public interest thus spread over the entire country, it goes without saying that at the present time there is presented an opportunity for holding a greater number of successful shows, in more widely distributed areas, than at any time since the starting of the national Bureau activity. There seems to be no valid reason why there should not be an electric refrigeration exhibit in every city and important village in the United States from September 30 to October 7.

NATIONAL LIGHTING ACTIVITY TO BE LAUNCHED THIS FALL

THE Edison Electric Institute has designated this Fall as the opportunity time to develop local lighting drives backed by national cooperation. The first activity of the special committee is to be directed to lighting. Chairman George E. Whitwell of the Sales Committee has appointed a special committee consisting of M. E. Skinner, chairman; H. F. Barnes, General Electric Company; J. F. O'Brien, Westinghouse Lamp Company and C. E. Greenwood, Director of the Commercial Department at Institute Headquarters where details of operation will be carried on.

A lighting program to recover lost revenue and overcome the thrift complex for saving on light was suggested by George E. Whitwell, vice-president of Philadelphia Electric Company, in his address at the Convention of the Institute at Chicago. The idea had the general endorsement of the Sales Committee.

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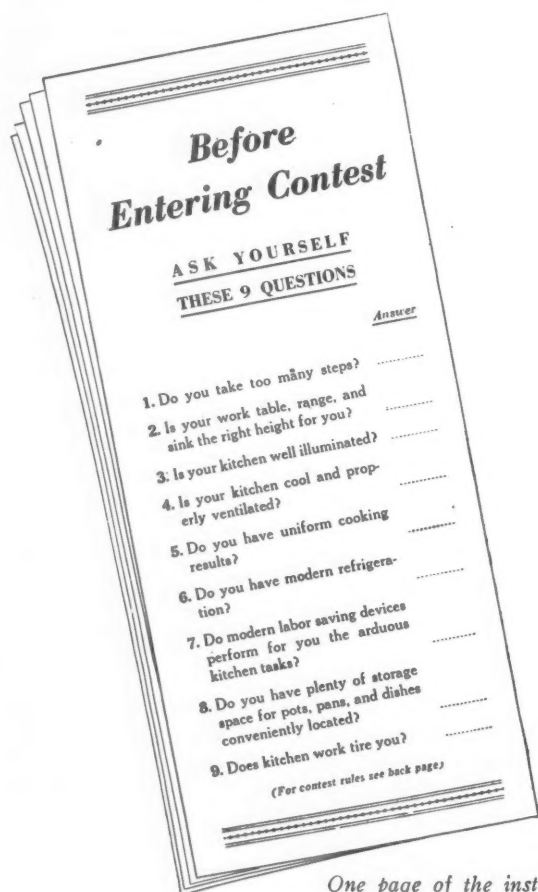
WASHING MACHINE VETERANS

F. L. Maytag, right, greeting Walter Bones, manager of the Minneapolis Branch of the Maytag Sales Corporation (left). George Ireland, manager of the Kansas City branch, stands between them. Mr. Ireland joined Mr. Maytag in sales work thirty-seven years ago and Mr. Bones, twenty-eight years ago. The occasion was the celebration in Newton, Iowa, of the 76th birthday of F. L. Maytag. (Story page 34)



A sample school attendance. Dealers' exhibits surround the seating space; 30 of these schools told the kitchen story to 4500 home makers.

Cookery Councils *show* RESULTS



One page of the instruction folder on planning an ideal kitchen. The questions are cleverly framed to plant an idea in the prospect's mind.

DEMONSTRATION that the local Electric Cookery Council is sound, constructive, and will produce results, comes from the reports of activities of five Cookery Councils operating in the territory served by the Metropolitan Edison Company and the New Jersey Power & Light Company. This system covers a wide ranging territory including Reading, Lebanon, Easton, Pa., and Phillipsburg, N. J. These five councils were the first group formed under the sponsorship of the National Electric Cookery Council. From the first meeting held in November, 1932, the councils have worked consistently toward developing a range market with the result that 870 electric ranges have been put on the lines since that date. A campaign beginning March 13 and carried through April 30 was the first organized push. Between November and March a great deal of work was done laying a foundation for the Spring campaign. This foundation work

*Dealers and Utility
in a group of Pennsylvania
and New Jersey towns
make rapid progress in
market development and
sales cooperation*

870 RANGES SOLD
IN 7 MONTHS

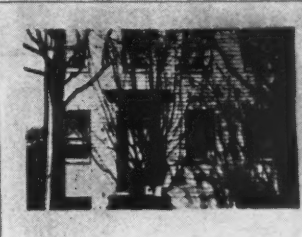


LESLIE WEISS

*New business manager, Metro-
politan Edison Co., Reading,
Pa. Operating sponsor, Na-
tional Cookery Council.*

was devoted to three objects fundamental in character.

The first of these objects was to sell electric ranges and the electric company idea to the power company employees and the dealers and distributors. It is perfectly obvious that if the electrical industry is going to sell the public on electric cookery they will first have to be sold on it themselves, and as a step toward this end meetings were held both with company employees and with some 300 dealers and their employees. As a result approximately 135 ranges were sold to the trade groups. Dealers learned for themselves that electrical cooking actually produces better food that can be prepared on any other type of cooking range and that it is competitive in cost. It was found, according to Leslie Weiss, sales manager of the system, that much skepticism on the part of the dealers and the power company employees had to be overcome. And that in overcoming it the same methods were necessary as are used



Model **West. Jr. Console - Grey** Serial

EQUIPMENT

Timer **Yes** Cooker

Open **All** Control **None**

OTHER APPLIANCES USED

Refrigerator **Absopure**

Pump Oil Blower

Ironer

Battery Charger **Radio**

Water Heater Heater

Small Appliances

Name **J. E. E. Shultz**

Address **22 Pleasant St.,
Hanover, Pa.**

Telephone No. **15Y**

Salesman **E. C. Koons**

Installed **October 24, 1929.**

By

NO. IN FAMILY 2

Month	K.W.H.	Bill
1928 Oct.	35	\$3.20
Nov.	46	4.02
Dec.	49	4.23
1929 Jan.	60	4.70
Feb.	54	4.54
Mar.	46	4.02
Apr.	49	4.23
May	51	4.50
June	80	6.75
July	103	8.48
AUG.	112	9.15
Sept.	98	8.10
TOTAL	783	\$66.20
Average Bill	65	\$5.52

Refrigerator Installed May

CONSUMPTION RECORD

Month	K.W.H.	Bill
Oct.	92	\$ 7.65
Nov.	130	6.50
Dec.	277	10.14
Jan.	305	10.70
Feb.	242	9.44
Mar.	167	7.61
Apr.	174	7.62
May	201	8.62
June	205	8.70
July	238	9.36
AUG.	196	8.48
Sept.	221	9.02
TOTAL	2446	\$104.04
Average Bill	204	\$8.67

Range Installed

Type of customer record prepared and furnished salesmen and dealers. Convincing evidence of the economy of operation of electric kitchen equipment.

in selling any other consumer of electric power. Cooking schools were held for dealers. There was a regular educational program laid out in which the first step was a presentation of the fundamental selling points on electrical cooking, by A. B. Collins of the National Cookery Council and A. B. Pursell of the utility company.

At subsequent dinner meetings the dealers cooked their own food. Twenty dealers or so would divide the work of preparing dinner, from peeling the potatoes to making the gravy.

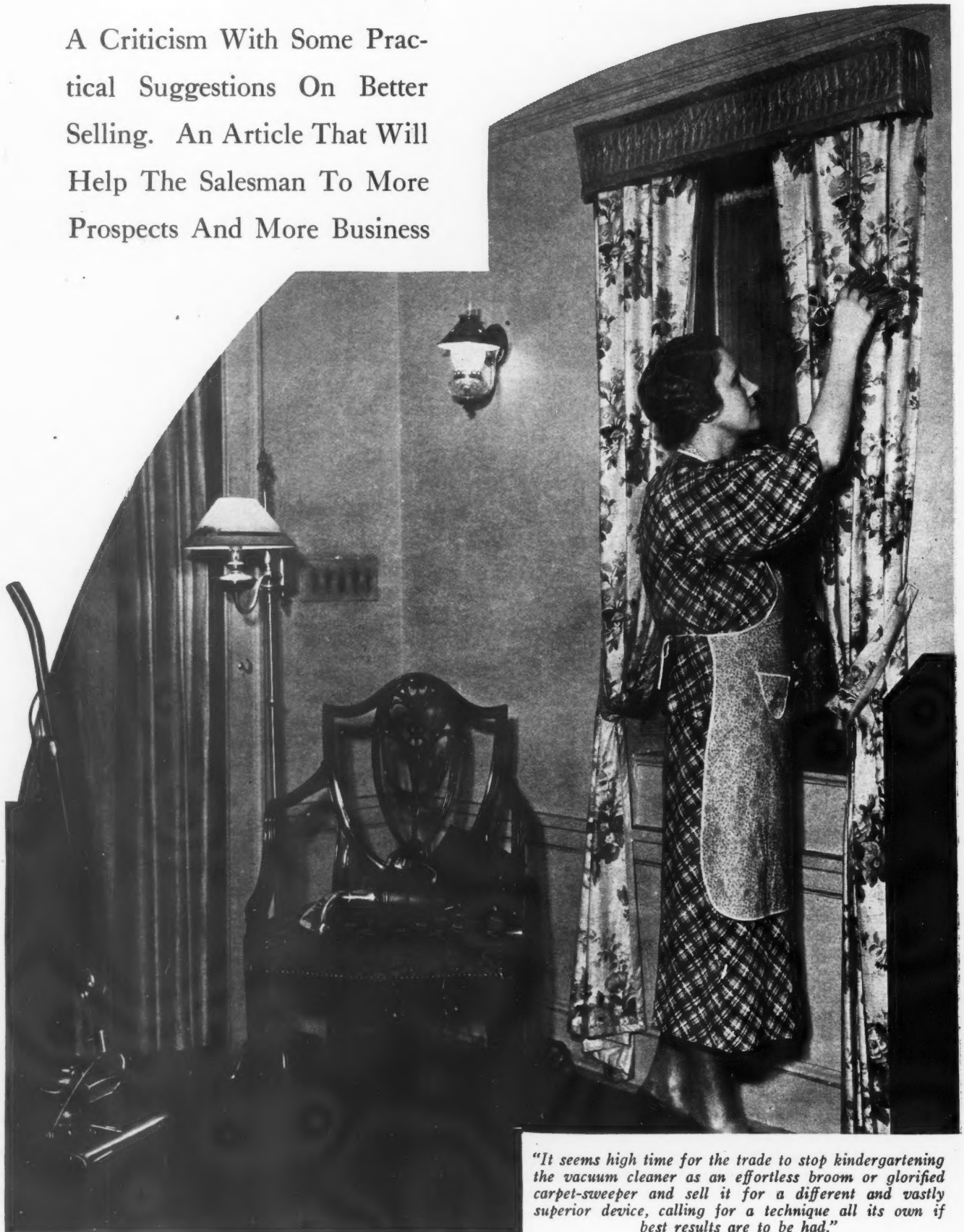
The second step toward laying the foundations for a successful campaign was in a survey of all of the users in the territory. This survey was made not by a questionnaire, but by actual calls of trained investigators. If a range needed servicing, that servicing was done promptly and the range put into good operating condition. On old ranges, elements were replaced by new high-speed units and when it was found that the customer didn't know how to make the best use of her equipment, home service women were put on the job.

From a considerable number of these homes surveyed individual records were prepared on a form provided. A photograph of the house was taken and mounted on the form together with an illustration of the type range used. Accompanying these on the form was a consumption record showing the billing for a particular home for several years. These consumption records were of great value in the subsequent sales work, since they showed a record of the home before and after major load build-

(Please turn to page 42)

Teach Us How to Use

A Criticism With Some Practical Suggestions On Better Selling. An Article That Will Help The Salesman To More Prospects And More Business



"It seems high time for the trade to stop kindergartening the vacuum cleaner as an effortless broom or glorified carpet-sweeper and sell it for a different and vastly superior device, calling for a technique all its own if best results are to be had."

Your APPLIANCES

By Delia G. Adams

Mrs. Adams is a housewife, one with several years experience at home-making. She has been keenly interested in electrical home equipment since her marriage, but only as a woman who values modern home-making tools; having no business connection with the electrical industry. She has pretty much the usual quota of appliances to be found in the average modest home, and this article is based on her experience with them plus that of her friends. She has contributed several articles to the trade press and served for two or three years on a Delineator Committee of Housekeepers at Large. She lives in Milford, Ohio, a suburb of Cincinnati.

THE actual value of a thing depends directly on the use that is made of it.

No business man would think of buying a new type of adding machine unless the operator in his office can make full use of it. The machine may be priced irresistibly; may be able to do a host of things which the old one cannot. But the operator must know how to take advantage of its particular improvements if the new one is to be a good buy. That being the case, the boss expects the concern which sells the machine to provide comprehensive instruction for the operator as an essential part of its sales job.

Putting the same shoe on the other foot, I wonder how the electrical trade can reasonably expect us housewives to buy more appliances.

There is no doubt that they are enticingly priced; no question, either, that they can do a number of jobs far better than old equipment in our homes. But the fact is that most of us women do not know how to make full use of them. And the few of us who do have had to learn mostly from sources other than you who sell us the intriguing things.

Here is a "horrible" example of what I am driving at. A friend of mine recently bought an electric refrigerator. After the order had been signed she turned to the salesman and asked, "Now, besides defrosting, is there anything I need to do that I haven't been doing with my icebox?" "Not a thing," he replied positively. "It's just like using an icebox;" and departed without even leaving an instruction book.

Speaking from experience, I can testify that this glib declaration was about as enlightened as informing the buyer of a slick new car that she could set about driving it just as she would a model T. Yet it is depressingly typical of the electrical trade's attitude toward appliances.

The chief concern of the merchandising master-minds seems to be to think up fetching talking points that will close sales. As a beginning that is fine. But it is only a beginning. If an appliance is to stay sold, in the sense of enthusiastic buyer loyalty, she must know how to make full and effective use of it. Yet, as things stand, this essential information is rarely made a part of the

sales service, with consequences that kick straight back at the electrical trade.

Consider, for example, the vacuum cleaner situation. Millions of these woman-saving devices have been bought. But astonishingly few hold enthusiastic buyer confidence.

As evidence, I can cite dozens of women acquaintances who go over their rugs regularly with their vacs, yet who make a practice of taking rugs out of doors every few months for a vigorous belaboring with an old-fashioned carpet-beater; and—what is more—remove a considerable residue of dirt when they do.

Granted, that is quite unnecessary. A good machine, properly used, will leave no dirt for a thumping carpet-beater. But how many women know how to use a cleaner properly? I should say not more than two or three out of ten. The remaining seven or eight use them as if they were merely electric brooms or carpet-sweepers, when, of course, they are different and superior.

The reason is that manufacturers and dealers have not taken the trouble to tell them how to capitalize this superiority.

In the case of my own cleaner, for instance (and it is a well-known make), the so-called "instruction sheet" consisted of a few lines of the sketchiest sort. Moreover, the dealer did not supplement them with personal suggestions. What I have learned about using a cleaner—and I do not pretend to know everything—is the result of trial and error and articles in the women's magazines.

Here is the point: When women find that, as too commonly used, the vacuum cleaner does only a so-so job, they are not likely to regard it very highly; not inclined to repair or replace worn-out machines. Many, indeed, stopped using perfectly good ones during the depression, going back to broom and dustcloth for the sake of saving a few cents a month on their electric bills, and getting results which appeared nearly as satisfactory.

Certainly that attitude does not help sales. It seems high time for the trade to stop kindergartening the vacuum cleaner as an effortless broom or glorified carpet-sweeper and sell it for a different and vastly superior device, calling for a technique all its own if best results are to be had. This technique ought to be explained clearly and completely in an attractive pamphlet accompanying every cleaner, emphasized and followed up by the dealer.

Even when instruction books are provided, this emphasis by the dealer is necessary. Refrigerators are a case in point.

Most of the better-known makes furnish voluminous and elaborate "instruction" books, whose chief purpose seems to be to teach women to prepare a bewildering array of salads and frozen desserts. It is true, of

(Please turn to page 42)

When the
\$39 Washer

Joins the

Brontosaurus





Goldblatt's tell a washer prospect:

"Both are six sheet washers, so-called—but you can see the larger one will finish your washing more quickly."

"Notice how this wringer handles everything you put through, without bunching or unevenness."



RAY ASKINS

Buyer, Goldblatt's Department Store, Chicago

*Goldblatt's
Chicago Department Store
Shows That
a Price House Can Change
With the Times*



"A tenth of a second faster handling of your wringer will prevent buttons from being torn off."

AS NATURALLY as a bride thinks of Niagara Falls for a honeymoon, Chicago housewives think of Goldblatt's for bargains. Eighteen years of bargaining back porches with handbills has driven home the "You can buy it for less at Goldblatt's" legend. Canny Morris and Nathan Goldblatt have long invited the price shopper to come to their six outlying department stores, and come they do (Sales \$20,033,712 in 1932).

With the National Industrial Recovery Act threatening to make the \$39 washer as extinct as one of Sinclair's World's Fair brontosaurus, and bargains exceedingly scarce, the strategy of what popular priced retailers will do becomes an interesting conjecture at the moment. Activity in the Goldblatt electrical appliance department is newsy as a forecast of a possible trend in this field.

For two and one-half months Ray Askins, buyer, and his fourteen salesmen, have been running up a remarkable score in the way of building up bottom price shoppers into candidates for first flight merchandise, at least with one line of washing machines. Since April his department has sold some 290 ABC machines at a level of \$70 to \$100. The first 25 sold around \$49.50, with

(Please turn to page 41)

washers



During "May Days" the May Company take full page space in Cleveland newspapers to publicize "Ohio's Largest Stock of Electrical Appliances." The above picture gives some idea of the scope of the May Company appliance display.

"MAY DAYS" ARE APPLIANCE DAYS IN CLEVELAND

May Company's First "May Day" Sees 572 Major Appliances Sold

NEXT month — September — Cleveland will have a May Day. They had the first one late in April. To Clevelanders it will come as no surprise: they have been educated to expect two May Days a year by the May Company department store. And the May Company's electrical department plays no small part in the proceedings. Full-page newspaper ads bill it as the "Largest Display of Electrical Appliances in Ohio" and from a glance at the impressive array of electrical goods shown in the picture, few would contest the claim.

Preceded — and followed — by a "Courtesy" day, the first "May Day" 1933 (Saturday, April 22nd) disposed of 110 electric ironers, 325 electric washing machines, 137 electric refrigerators,—yet were no more than ordinarily representative of the usual response to these semi-annual sales events of The May Company.

Back of the sales volume in electrical household equipment lies a fairly simple story of a merchant's faith in and dependence upon liberal, full-page newspaper advertising. When you add to this the fact that no less than 11 makes of washing machines, three makes of electric ironers, and nine lines of electric refrigerators, are carried in full display at all times; that much is made of the Seal of Approval of the Cleveland Electrical League (local counter-part in prestige of the National Certification of quality of the Good Housekeeping Institute); that outside selling effort which includes the use of a truck to take electric ironers and electric washers directly into the homes of prospective buyers for wash-day demonstrations is

used to follow-up the "inside" sales contacts; that special merchandise opportunities rather than "cut" prices are featured, you have most of the ingredients of the successful selling of electrical household equipment as pursued by the May Company of Cleveland, Ohio.

Minimum down payments on electrical



N. P. WRIGHT

—Likes the complete electric kitchen idea

appliances, according to N. P. Wright, major appliance buyer and manager of the department, have been \$10 down with minimum monthly payments of \$5. Every effort is made to encourage large down payments, Mr. Wright said, and as prompt a payment of the balance as can be obtained. Long experience in serving all classes of Clevelanders have fixed definite limits in respect to selling major appliances by partial payments. To the complete electric kitchen (GE) Mr. Wright gives much credit for interesting more and more women in buying kitchen equipment. The visualization helps them formulate ideas about modernizing their own kitchen, he said, and paves the way for the gradual sale of all appliances.

FROM AUTOMOBILES TO APPLIANCES

C. F. Bedell Finds That Outside Selling is the Only Solution to a One-Man Business

FIFTEEN years ago, C. F. Bedell used to tinker with automobiles. Did a pretty good job, too, and ended up by building himself a garage at Franklin Square, L. I., which is near Hempstead and Garden City. He ran a one-man garage until the days that radio came in —something new to tinker with. There was such a demand for his services, as a matter of fact, that before long Charlie Bedell found that he was in the radio business. It was all one to him. He knocked out the front of his garage and built a radio showroom where before autos had come snorting in through the front door to have their innards looked at.

That was just the beginning. Refrigeration came on the heels of radio, washing machines were a "natural" and since then he has gone into oil-burners,

washers



A corner of the appliance showroom of C. F. Bedell at Franklin Square, L. I. This display floor was once a garage.

"CHARLIE" BEDELL

—believes in being ready for work all the time. He does his own selling, installing and servicing.



The other side of the Bedell showroom. Radios are displayed at the rear. Most of the selling is done outside. It has to be when you run a business single-handed.

cleaners, ironers, mixers and small appliances. It was all one to Charlie—they were gadgets that could be sold and fixed. Today he has a flourishing appliance business, still housed in what used to be a garage (you'd never know it now!), and still advertised, displayed, sold and repaired by one man.

Charlie Bedell has never been able to find a salesman as good as himself so they have never lasted long. He tried salesmen working on a commission and he tried them on a salary plus commission. It was all the same. No salesman, he says, could turn a cold prospect into a hot one, or a hot prospect into a buyer as well as he could. So he decided to go it alone—with a boy to take charge of the store when he was out digging up business. And when we say out digging up business, we mean just that. Because although Charlie Bedell has a nice looking store, Franklin Square isn't exactly a big place and the store traffic would hardly be sufficient to keep the air circulating.

Has Sold 60 Refrigerators

And for one man he has done a selling job that many bigger concerns might envy. In the appliance business less than three years, he has sold 35 washing machines (ABC, Apex, Thor), 60 refrigerators (Apex, Crosley, Leonard), and something over 50 oil burners (Marr)—all of which he installed and serviced himself. In addition, of course, he has kept steadily on with radio sets (Crosley, A-K, Majestic) which he has been selling now since the infant days of radio and cleaners (Apex, Graybar).

Looked at in many ways that is not a big volume of business. Looked at, however, as the result of one man's energy it is another matter.

Being his own boss and running his own business to suit himself, he observes no set formulas for selling. The only rule he knows is that sitting around the store never got him an order for a refrigerator or an oil burner. He wears overalls or khaki working pants most of the time, disowns neckties and has all the confidence-inspiring appearance of a man who has spent a large portion of his life working with tools. His customers are never afraid to recommend him because he has never allowed them to be disappointed in anything he sold them. Going back several times to check up on the performance of a radio set, a refrigerator or an oil-burner is as routine a part of his business as making the sale in the first place.

For that very reason, he has never had much patience with cheap or under-priced merchandise. Unlike some appliance operations where getting the signed order is the beginning and end of the salesman's interest, Charlie Bedell knows that once he sells a device that he, and he alone, has got to stand back of it; that if anything goes haywire, he has to be the johnny-on-the-spot to make good. And that insistence on making

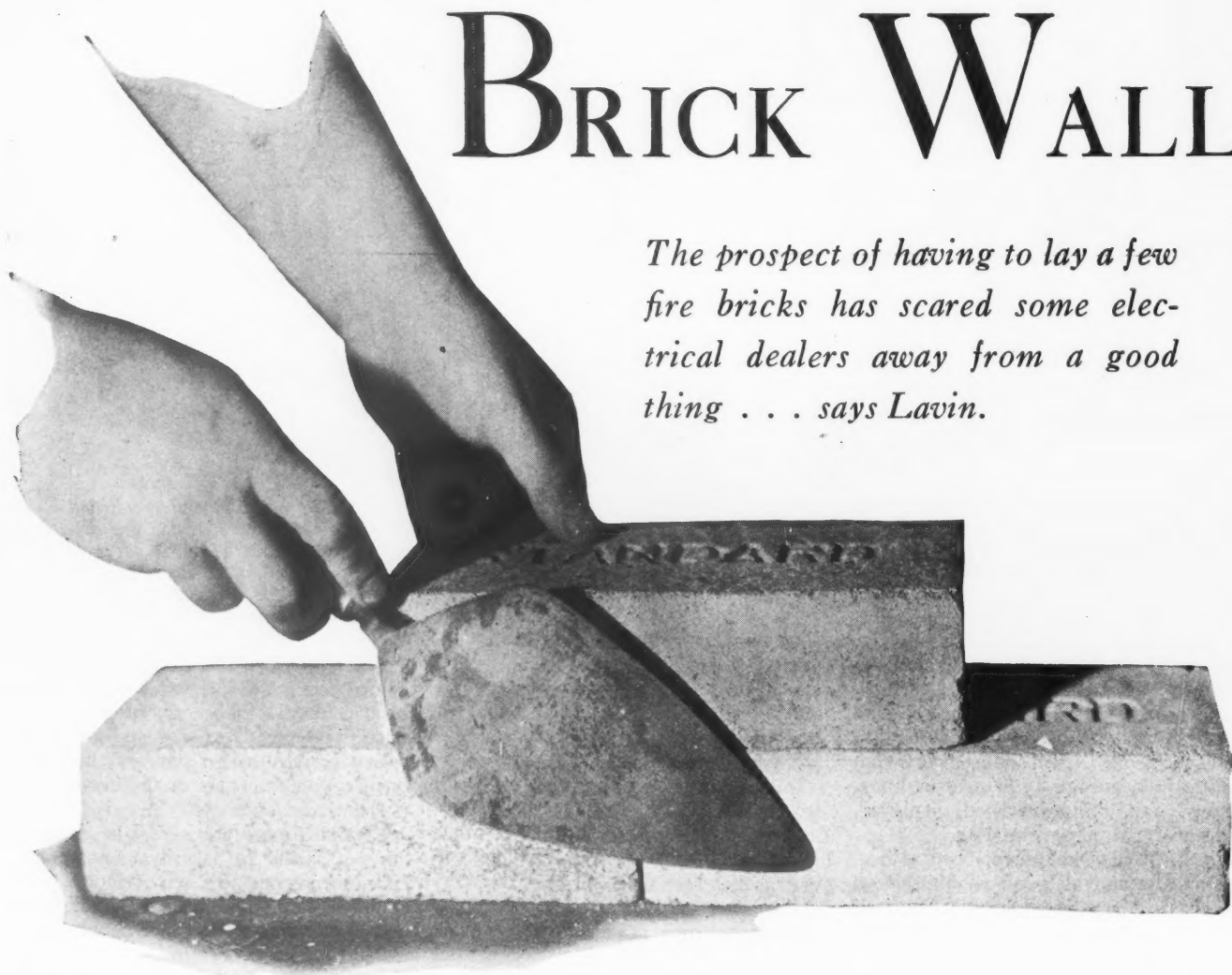
good is where all his new business comes from. With no elaborate prospect cards, no follow up, precious little in the way of advertising and no selling force, he has to go out and find new business on the basis of the business he has already done.

"People know me here," he says, "I am not afraid to ask my customers to recommend me to their friends. It's about the only way I have of digging up new business. But once people begin to have confidence in you they are always coming back. But I don't have to do a big business here. All I am interested in is making money on the business I do. I am more interested in the margin I get on a device than in selling a flock of them to compensate for slight profits."

Financing has been one of the big drawbacks to washer selling, Mr. Bedell pointed out. Up until very recently most of the big finance houses would not take washing machine paper because the amount involved was not sufficient to make it attractive to them. In addition they required a minimum financial rating from dealers that shut off a great many small operations from any possibility of doing a selling job with any kind of assurance that they could obtain financing aid. Most of his paper, Mr. Bedell said had been discounted at the local bank. And now some of the finance companies have let up somewhat on their stringent regulations, making it possible for small dealers to get their money out of appliance selling and devote more time to getting new business.

Oil Burner's BRICK WALL

The prospect of having to lay a few fire bricks has scared some electrical dealers away from a good thing . . . says Lavin.



LIKE the straw that broke the camel's back, the thought of having to lay fire brick has sent more electrical dealers snorting away from oil burners than anything else. True, the idea of cutting pipe and sinking tanks in making installations dismayed them. But it has been the brick laying that made the electrician feel out of place in the business.

John J. Lavin, of Harding & Company, possibly Chicago's older oil burner salesman, smiles when he thinks of this.

"Why not farm out the jobs?" he asks. "Keep a file of a few good heating men like we do, and pass along the part of the installation you don't want to do yourself. There never was a better time to get together a group of workmen of this sort. As times get better, you can keep them almost continuously employed, if you wish. Of course, you have to inspect each job and see that it is right."

Since 1910 John Lavin has been selling heating plants, and is possibly the oldest oil burner dealer in the point of service in Chicago. No longer can thoughts of British thermal units panic him. The oil burner, he says, has arrived at a stabilized perfection which makes it no more complicated than other appliances, save

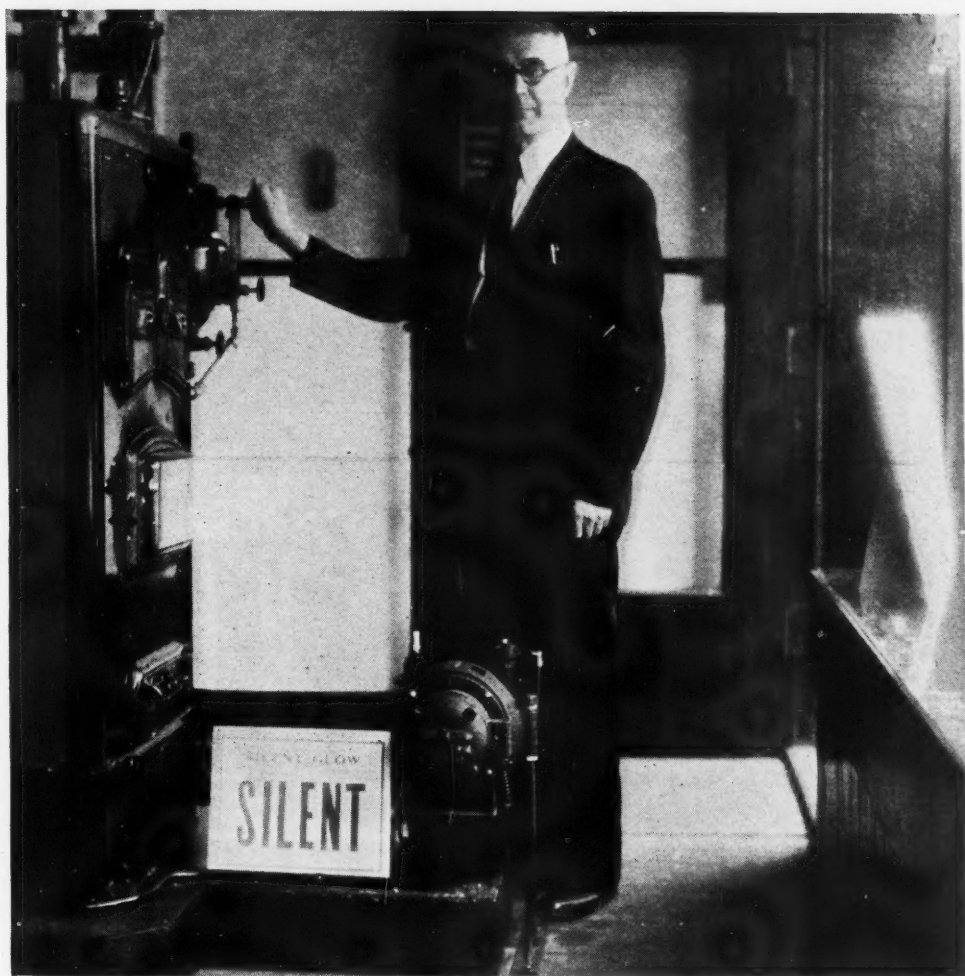
for the trade training necessary for installation.

Through his red-fronted store has passed during the first 6½ months of 1933 some 55 oil burners (Silent Glow) and 40 oil water heaters—about \$26,000 worth of business all told—and the big season of the year, August, September and October are still ahead. Mr. Lavin believes that oil heat is just as fundamental as refrigeration, and just as seasonal. It deserves a department in any dealer's setup and careful attention from June to November.

Today's Buying Market

AFTER washing the speculative builder, the apartment in the hands of the receiver, and families out of work from his blackboard of prospects, Mr. Lavin thinks that the 20 per cent of Chicago's 848,868 families who own their own homes are still prospects for oil heat. He believes there are 169,733 dwellers in house and two-flat buildings that are bona fide prospects. The job is to find them. Three methods are followed.

1. Windows.—Four months ago Hardin & Company moved from murky 39th Street to the Marquette Road and Halsted business center. Here along a brightly lighted street they discovered the existence of a walk-in



John J. Lavin Knows A Way Around This Installation Barrier

By
T. F. Blackburn

Nearly one-fifth of the firm's prospects have walked in the front door. A good location, an oil burner window gets the credit.

market. People dropped in to ask about oil burners en route to picture shows, and about one-fifth of their leads are obtained this way. Windows at present excel newspapers in pulling power.

2. Newspaper advertising—Mr. Lavin has always been a consistent user of white space, and has discovered the best copy is that which features a number of small items at various prices.

3. Canvassing.—“I am of the opinion that tax lists, telephone lists, etc., will not work in drumming up these oil burner prospects,” says Mr. Lavin. There is no substitute for getting around and making calls you have to size up your prospect in person. If the grass is cut and the place is kept up I consider the owner a suspect. On the other hand, if there are a lot of men hanging around, and there seems to be no improvement indicating pride of possession, I generally pass up the place. However, you cannot tell whether a family is worth while or not until you see their home. This I impress on our four salesmen, and I try usually to spend a half hour a day with each of them myself, helping them to get going.”

The attack, the opening remarks of an interview are all important with a canvasser, Mr. Lavin believes. He has worked long and hard to develop an approach which is effective in the face of intense doorstep competition today. He usually says to the woman: “I was just next door and understand that you are interested in oil heat. I am an engineer and possibly I can tell you something about it.” From there Mr. Lavin leads into a discussion with the prospect, endeavoring to find out their

situation, the state of their furnace and get a look at it. He makes suggestions about operation, firing and other practical points to hold interest. This is followed by a “husband call” in the evening, and finally a pickup is made and the pair brought down to the showroom.

Satisfaction of mind is what the customer is buying, he believes, and every possible effort is made to deliver it. Believing that such terms as “gun type—rotary burner—methane gas—British thermal units”—and such technical jargon merely acts to befuddle the prospect, the Lavin presentation avoids this kind of talk. Deep in the prospect's mind, he believes, there are some objections that must be knocked over like so many rag dolls. The customer secretly fears that the oil may overflow in the basement some time and cause an explosion. She fears that the burner will be noisy. She has an idea that it will soot up the house. She has a hunch that it will cost a lot more than coal.

Anticipating each of these points, Mr. Lavin points out how positive the oil feeding action is, how foolproof the electric switches. He proves the cleanliness of the burner without being asked, talks of its quietness and demonstrates it when the prospect visits the salesroom. As to cost of operation he thinks it best to admit frankly that oil heat is about 10 per cent more than Pocahontas coal, less than hard coal.

Once the business is concentrated in the hands of specialty salesmen of the type that are today concentrating on refrigerators, the oil burner industry will take a sudden upshoot, declares Mr. Lavin. It will be the next appliance to break in a big way, he predicts.

refrigeration

The colonial home pictured here is at Faunsdale, Ala., and was constructed before the Civil War. It is equipped with range, water heater, refrigerator, water pump. Below, right: a typical small home at Jasper, Ala., where Alabama Power sold 174 refrigerators in the campaign



ALABAMA POWER DOUBLES REFRIGERATOR QUOTA

"ALL records broken — quota more than doubled." This succinct report from the Appliance Sales Division of the Alabama Power Company tells the story of the most outstanding sixty day electric refrigerator sales campaign ever held in Alabama. The quota set for the campaign was 525 electric refrigerators (General Electric and Kelvinator). When the campaign ended April 30th, sales totaled 1,116.

And down in Alabama, according to all trade reports, the depression has been especially acute. In the northern half, where its major industries are centered, the depression dealt a deadly blow to practically all important payroll enterprises, such as steel mills, pipe plants, coal mines, and cement mills. In the southern section of the state, largely agricultural, six cent cotton had practically destroyed the farmers' buying power. Then came the bank holiday in early March, shortly after the campaign.

But the employees of the Alabama Power Company went ahead just the same. Under the direction of Mr. J. S. Sutherland, director of appliance sales, they organized a state-wide "manhunt," to "bring into the toils of the law the enemies of health and progress."

Law enforcement headquarters were established in Birmingham, with Mr.



J. S. SUTHERLAND
Director of Appliance Sales,
Alabama Power Company

Sutherland, Sheriff. Directors of each division were given the rank of "Detective." The "detective" whose division lead at the end of each week was promoted the following week to the rank of "Inspector." Each regular salesman was given the rank of "Patrolman," until he had sold 50% of his assigned



quota, when he was promoted to the rank of "Sergeant." When he reached 100% of this quota, he was again promoted to a "Lieutenancy", and when he attained 150%, he became a "Captain."

Other employees of the company, not members of the Appliance Sales Division, were deputized to assist the regular law enforcement agency. Terms of the sale were \$10 down and 30 months to pay the balance.

The General Electric Company offered a trip to the Century of Progress World's Fair in Chicago with all expenses paid to the Division Sales Supervisor whose division exceeded its G. E. quota by the greatest percent. This prize was won by Mr. J. P. Brown of the Eastern Division.

The Alabama Refrigeration Company, statewide distributors for G. E. refrigerators, offered an identical trip to the salesman or employee of either dealer or utility in the territory served by them, who sold the greatest number of new General Electrics. This prize went to Mr. R. M. Miller. In addition to the

refrigeration

two major prizes, each sale of a new G. E. entitled the salesman to draw a ticket from a box at the Alabama Refrigeration Company's offices. These tickets ranging in value from \$1.60 each for the lowest to \$10 each for the highest, will be exchangeable in cash at the conclusion of the General Electric Company's national activity. Another prize of \$50 cash was offered to the salesman, manager or employee who sold the greatest dollar volume of new commercial refrigerating equipment.

Prizes of the Kelvinator Company represented equal value. The Kelvinator Sales Corporation offered a trip to the Chicago World's Fair to the salesman or employee of the Alabama Company who sold the greatest number of Kelvinator refrigerators and the following bonuses for each sale made: For first sale, \$1.50; second sale \$1.50, third sale \$2.00, fourth

sale \$3.00, each sale over four \$3.00. The Kelvinator trip was won by Mr. Frank Kirby of the Western division.

A trip to the Fair was also offered by the Kelvinator Company to the Sales Supervisor whose Division exceeded its quota by the greatest percent, this being won by Eugene Rowan of the Southeast Division. Mr. L. M. Yaretzky was the winner of the District Supervisor's prize, his district having made 1514% of quota.

In summing up the campaign, Mr. J. S. Sutherland attributed its success to: "first, the aggressive and determined efforts of our sales organization, and their refusal to be daunted by the many obstacles which they had to hurdle, second, the reduction in prices, third, the back log of advertising and publicity which has been carried on for several years and which is now bearing fruit."

A WIFE CAN HELP SELL REFRIGERATION

Easily demonstrated dishes, carried from home, carry conviction that bare shelves lack

NO ONE knows better than Frank A. Kveton, Kelvinator dealer of Cicero, Ill., that crowds of housewives will come to see the finished product of the electric refrigerator—whereas, they only straggle in to look over the appliances themselves, bare and unadorned.

This firm's experience with a home economics show, all too costly to be put on alone by one dealer, made one of the all masculine sales staff say recently: "It's too bad we can't link up some of this home economics thing with everyday selling."

"A dealer's wife can help him to do this very thing, if she will," Miss Blanche D. Flynn, home economist in refrigeration for the Commonwealth Edison Company, Chicago, declares. "I don't advocate men mixing up dishes, but their wives can, and after all it's the food that the refrigerator has prepared which fascinates the public. You remember the old rule about selling apples was not to talk about the apples but to show the red, juicy fruit, and if possible give your prospect a taste. Well, that applies to electric refrigerators."

What brings women to demonstrations, Miss Flynn explains, is the desire for ideas for their own table. They pay little attention to the refrigerator itself, but watch closely the way it produces dishes in easier, more appetizing fashion, and in a time saving manner.

"My suggestion is to have the store refrigerator loaded with items that are self explanatory. Let the salesman point

out some chilled dough, for instance, and relate how it keeps for four days, permitting hot rolls in a few minutes for each meal without mixing. A great light will dawn on the woman, and she doesn't need to see the dough mixed to get the idea, either. It's just something she hasn't thought of."

Miss Flynn has found that ice box

lemon pie, made with a crust of vanilla wafers, is a constant source of interest. It can be prepared at home, brought to the store for display. Cost is approximately 41 cents. Keeps for two days.

Men Can Sample

A NUMBER of dishes lend themselves to sampling by the use of tiny, inexpensive paper cups and wooden spoons. One of the best salads for this purpose is Golden salad, costing about 25c., and prepared with carrots, pineapple, and gelatine. It keeps 2 days or more. Women are particularly impressed with the fact that the electric refrigerator permits them to do their work all at once in the morning, and that salads (even hot meats) can be prepared then for the evening dinner.

Originally ice cream was the popular refrigerator delicacy, but Miss Flynn advises against it, because of its tendency to crystallize. Peppermint is most attractive, where used, she says. A mousse, serving 10 to 15 people, and costing about 35c. if flavored with fruit in season, is to be preferred. Keeps two days or more.

Ices are easily assembled, well liked, and least expensive of any food displays. Orange, sampling 12, costs about 15c. and is good for some time. Pineapple runs a dime more.

It's the sight and taste of these finished products which whets the prospect's interest, Miss Flynn states, just as much as the talk of the demonstrator. Where a firm cannot afford a



WHERE THE WIFE COMES IN

Blanche D. Flynn, home economist in refrigeration for Commonwealth Edison, Chicago, tells Donald Mirsch, manager, Broadway Electric Shop, how handy women can be in refrigeration selling

refrigeration

home economist, these items brought from home can be depended upon to stimulate sales and can be demonstrated and sampled by any man. The sight of them alone will put ideas into a woman's mind.

Selling Larger Refrigerators

TRAVELING about Chicago and calling on owners of refrigerators, Miss Flynn has had the opportunity to observe the tendency on the part of families to buy models that are too small. In instance after instance she has found refrigerators loaded full of paper bags, crowded with food, until the air circulation is seriously interfered with. Owners of 4 cu.ft. boxes should frequently have 6 cu.ft., she declares, and advances a feminine bit of psychology as a means of trading up the size on the display floor at the time of purchase.

"A vivid way to sell the family on the right size is by fitting the food it carries to the box it needs," Miss Flynn says. "For instance, women with a family of four (two children) will readily recognize that the following list

is typical of what they keep on hand:

1 dozen eggs	Leftover potatoes
3 qts. milk	Leftover meat
$\frac{1}{2}$ pt. cream	Leftover tomatoes
1 qt. water bottle	Celery
$\frac{1}{2}$ lb. bacon	Lettuce
2 bottles beverages	Mayonnaise
Jellies or jam	Catsup
1 lb. butter	

This list, put in the proper size refrigerator, labeled with the family size it represents and a few words of explanation about needed air circulation for this amount of food, will go a long way to carrying conviction. It is a case of associating the known with the unknown, and gives the family something to measure with which they understand. Similar set-ups for families of 2, 3, 5, and 6 can be appropriately assembled.

"I can make the idea more clear by describing how a man buys an automobile," says Miss Flynn. "If he has a large family, he will naturally take a sedan, not a coupe. He can see the coupe hasn't room. But talk of 4 cu.ft. or 6 cu.ft. does not mean a thing until translated into food storage."

672 SALES—NO REPOSSESSIONS

Three Call-backs Solve the Problem for Garry Norwood

REPOSSESSIONS? "There ain't no such animal!"

To make such a statement in the light of the past few years may sound extravagant in the extreme. And yet, it can be literally true, feels Garry Norwood, salesman for the J. N. Blair Co. Frigidaire dealers in Sacramento, Calif. And the reason for his own record of 672 sales in four and a half years, an average of 135 cabinets a year, without a single repossession is so simple and fundamental that it sounds like copy book stuff. It can be summed up in one sentence:

"I never fail to see all of my users at least three times a year."

Nothing very fancy or complicated about that formula, and yet Mr. Norwood says that despite all the emphasis placed on this plan by the factory, by sales managers and sales planners, few salesmen actually do it as a regular and definite order of business. Having been sales manager himself, Mr. Norwood speaks from experience. Perhaps too, the fact that with the staff reduced to three salesmen in his company, he is still at it and producing steadily, is an added evidence that it works.

Garry Norwood is modest about it. This is no boast of his. It is merely a

statement of fact, proved time and time again, and despite a bank failure in town, still working for him.

This "working for him" idea is the secret of it. His 600 former customers regard him as a regular friend. Did he not bring them the new hydrators when they were first brought out, so that their Frigidaire might be then brought up to date? He sold 70 hydrators, by the way, that first round. Has he not brought them quick cube trays, self detaching trays, any new development? Has he not brought them new recipe books? He sold cold controls and had them installed on a number of his first customer's boxes. "And maybe you don't think that helps to pay the overhead", said Mr. Norwood, of these added items sold to former customers.

It is just a return courtesy then to tell Mr. Norwood of every friend in the neighborhood who is thinking of getting an electric refrigerator.

"Right today, I am getting 90 per cent of my sales directly as a result of prospects given me by my users," says Norwood. "I don't know what I would do without them. People do not receive salesmen making cold canvass calls very cordially these days. When I appear at the suggestion of a mutual friend, I have immediate attention.

"I have come to know all my users very well. I have even been confided in

to the extent of considerable family history at times. It all helps to give me a line on circumstances, the ability to pay, and the kind of people I am doing business with. In a way, it is like having a little business of my own, for these 600 people are truly my friends."

It was suggested to Mr. Norwood that such friends would have to be well sold in the first place for him to be able to go back to them as he did. To this he laughed, and agreed, but maintained that it was in the first few weeks after the sale had been first made that the real test of the durability of any sale was tested.

His is a simple, yet effective, well substantiated plan. If the sale is made today, and delivered tomorrow, the next day Mr. Norwood calls with a recipe book, ostensibly to tell the new user of a special recipe to try with the new refrigerator. He checks then to see that it has been properly installed, and is working satisfactorily. In this call, usually he removes all of the preliminary "bugs" in the relations between the new user and an entirely new form of refrigeration. This is a real selling opportunity, Mr. Norwood feels, and so often muffed by the salesman who is satisfied with the signed order.

Then, three weeks after delivery, which is one week before the first payment is due, he makes another call. A recipe is the excuse, but the real reason is to clear up all possible objections and difficulties that might have arisen in the interim. This personal attention from the salesman is so rare, Mr. Norwood finds, that it makes a real hit with the purchaser. The first payment comes in without exception.

Within the first three months after the sale, Mr. Norwood makes sure to call three times at least. These too are important calls, and often result in prospects.

"So many fellows forget that the winter time is the best time to make these calls. The folks are not so busy, have more time to think, and they often tell me of their neighbor, Mrs. Jones, who said that she thought she would like to buy a refrigerator in the spring. I get Mrs. Jones on the mailing list, and she is prepared for my call on her in the spring. I have even called upon many of the users of former salesmen with the company. They appreciate it and feel kindly toward the company because it is still interested in them and the refrigerator it sold them."

Asked how some of the new dealerships established in town would affect him Garry Norwood smiled a broad smile. "They don't frighten me. After all, I have about 600 people here in town working for me."

retail advertising

St. Louis

AT Famous-Barr's: refrigerators mostly with cash registers ringing on the "25 Cents a Day" theme song (Meter-Ice). "Instead of paying 25 cents a day for melting ice, let it act as a permanent investment." From Westinghouse BL-45 at \$139.50 to Westinghouse BL-75 at \$209.50 and from Universal L-P 3.5 at \$89.50 to Universal L-P 6.5 at \$149.50 were the models featured in newspaper space in July.

At Scruggs Vandervoort Barney: Refrigeration again, as was the case in most department stores. Norge at \$102 up . . . Majestic at \$154.50 plus "\$14 worth of equipment with every refrigerator." Fans were seasonal so SVB featured GE at \$14.95 (10 in. oscillating).

At Stix, Baer & Fuller: Refrigeration . . . Leonard all over the place, 7.69 cu.ft. net, two doors, made "to sell at \$290," limited quantity going for \$189 . . . five bucks down.

At Union May Stern: Gibson 4.5 ft. boxes at \$98. \$5 down, Crosley "Shelvador" at \$89.50 and Mayflower refrigerators at \$95 . . . also floor sample and demonstrator washers from \$39.95 to \$82.95 (Faultless, Prima, Meadows, Apex and Easy).

At Union Electric Light & Power: A boost for heating appliances . . . This is one utility company that still believes in promoting them. Items: Everhot cookers at \$8.95, Nesco casseroles at \$4.95, Nesco roasters at \$9.95, Electrochef fire bowls (table range) at \$19.50, Hotpoint table stoves, Westinghouse and Hotpoint irons at \$3.95 (automatic) Refrigerators, too, of course . . . Kelvinator at \$107.

Chicago

WITH World Fair specials, Centennial values and Century of Progress sales, Chicago's stores were hard-put to find a new idea in presenting their merchandise to the public. The Davis Company offered a "Davis Special" washer at \$37.50 and Copeland refrigerators at \$79.50—model L-4 . . . Wieboldt's featured Gibson and Frigidaire, the former at \$84.50 for a 4½ cu.ft. box, the latter at \$99.50 (model 43) Wieboldt's also offered a Thor washer-ironer combination at \$64.50 for three days despite the fact that other outlets selling the same model had advanced the price to \$79.25.

The Fair had Apex washers selling for \$49.50, \$10 extra with pump . . . Fish Furniture stuck to Faultless washers at \$36.95 with "outfit" . . . They also plugged a "nationally-known" refrigerator at \$88 . . . Goldman Bros. had Barton "White Cap" washers at \$44.75 plus drain tubs and Philco radios at \$24.95 with an electric fan thrown in free of charge. . . . Commonwealth Edison featured GE refrigerators . . . \$10 down . . . King Kold Corporation continued selling "direct from the factory" refrigerators at \$65. . . . Chicago Maytag took space on the \$69.50 model.

New York

NEW-OF-THE-MONTH in New York was the opening of McCreery's new electrical appliance department, announced through liberal newspaper space to the public. With William Randolph Hearst, Jr.,

Lillian Eddy, home lighting specialist, Prudence Penny and the Rex Cole mountaineers purveying respectively, electrical advice and hot music, the large crowd that attended the opening had sufficient to keep them interested. A demonstration of the Campbell air conditioner and filter kept a crowd busy asking questions. Wanamaker's was another New York department store to take space on this air conditioner. Displayed at McCreery's were Frigidaire and GE refrigerators, Apex washers, ironers and cleaners, Hoover and Universal cleaners, in addition to large line of heating appliances, a complete electrical kitchen and a home lighting demonstration booth.

Macy's went Leonard refrigeration exclusively. . . . Ludwig Baumann plugged 48, private brand porcelain boxes at \$129 . . . Bloomingdale's featured washers and refrigerators.

Philadelphia

PHILADELPHIA went the whole hog on air conditioning last month. . . . Calling attention to the new room cooling, air filtering and heavy duty weather makers by sheer weight of advertising and editorial space. One day, Philly's Public Ledger carried four entire pages devoted both in ads and editorial copy to air conditioning. Advertisers: Philadelphia Electric Company, Electrical Association of Philadelphia, General Electric (S. S. Fretz, Jr.), Frigidaire (J. J. Pocock, Inc.), The Trane Company, Westinghouse (Bryant Gas Heating, Inc.), Judson C. Burns (GE comfort cooler) York Ice Machinery Corporation, and John J. Nesbitt, Inc.

Strawbridge & Clothier offered Easy washers at \$59.50, Frigidaire at \$99.50. . . . Gimbel's also went Frigidaire with fifteen cents a day Meter-ice plan . . . A reverberation of Gimbel's truth copy appeared on a cleaner ad, private brand, selling for \$15 . . . "We allowed the motor to run two hours without excessive overheating. . . . Bearing in mind its price, we believe it to be an excellent value and heartily recommend it."

Here and There

AT Minneapolis, Donaldson's offered Hoover factory rebuilts at \$16.95, Dayton's had Meadows washers at \$79.50 and the New England Store featured One-Minute washers at \$49.95. Northern States Power had a three-burner electric range selling for \$118.50 and Kelvinators at \$10 down. . . .

A. Harris & Company, leading department store in Dallas, smacked a GE electric kitchen in their store and told the public about it in a big way . . . Tiche, Goettinger Co., in the same town meter-iced Frigidaires, Roy A. B. Allen, Oakland Radio, United Music Stores and Hart Furniture co-opped on a Grunow splash. . . .

In Boston, Jordan Marsh sold Stewart Warner refrigerators at \$99.50, World Radio had Zerozone at \$159, Morgan's featured Crosley at \$89.50 . . . Denver's American Furniture featured Speed Queen washers at \$44.95. . . . Los Angeles Bullock's took space on Telechron clocks at \$4.95 and Norge refrigerators at \$109. . . .

In all the ads reviewed the tendency to get washer prices up is noticeable.

July advertising, like anything else, took a slump in the dog days . . . let's go fishin'. . . .

ranges

ASHOW? SURE! MOVIES AND APPLIANCES

*Oregon's Refrigeration & Cookery Council
Got Together With RKO and
Both Did Business*

WHEN it isn't possible to make a show of your own, move in with a show that is already going. Such a formula at least worked very nicely for the Electric Refrigeration and Cookery Council of Oregon, when it staged a week of exhibition of its wares in the mezzanine lounge of the R.K.O. Orpheum Theater, in Portland. During the eight days showing 5,000 people saw the display. A stunt to attract actual participation in the affair was a prize offer of \$100 and of \$50 credit on the purchase on any range or refrigerator on display. More than 3,000 tickets were deposited in the sealed container during the week.

Exhibitors numbered the following lines: Refrigerators—Frigidaire, General Electric, Graybar, Kelvinator, Majestic, Norge and Westinghouse. Ranges—A. B., Hotpoint, L & H, Monarch and Westinghouse. A standard background was used by exhibitors, and spotlighting provided for models. Salespeople were on hand every afternoon and evening to explain the features of each make, although no actual selling was done in the theater.

Arrangements with the theater are interesting. A rental was charged by the theater, for which 2½ complimentary tickets to the show were given for each dollar of rental. These tickets were pro-rated among exhibitors on a similar space basis. These were in turn given to dealers to be handed out to prospects. The theater advertised the exhibit in its regular advertising, ran screen trailers and displayed foyer and lobby signs. Members of the council also advertised in newspapers, over radio, on car cards and billboards. The total expense to the council ran less than \$1,000, which was



Bill payers get a break at Los Angeles Bureau of Power & Light—they get coffee and cake and learn about ranges in the meantime.

made up in sale of space and in contributions from Portland Electric Power Co. and Northwestern Electric Co.

CAKE AND COFFEE FOR BILL-PAYERS

A Demonstration Idea from Los Angeles

"CUT them each a piece of cake and make them feel at home" is the theme song of the appliance display crew of the Bureau of Power and Light, Los Angeles. And literally, they live up to it, for J. Stigman, range salesman, and Mrs. Louise Owen, home economist, cook cakes and coffee, and serve them to the public as it comes in to pay its bills. They operate from an attractive floor display designed by R. T. Dickey, appliance room manager, and made up in sections to be moved from one office to the other. While the customer sips

his or her coffee, he or she listens to the salesman's or demonstrator's good words anent electric cooking, and when the first symptoms of "prospect" appear, the salesman follows through to make a sale for one of the cooperating dealers, since the bureau itself sells no merchandise.

The display for range, refrigerator and mixer combines utility and beauty. It consists of three pieces, each housing one of the above. Twelve shelves are provided for display of utensils and small appliances. Each shelf is illuminated from a lamp concealed behind a rounded chromium trim. At the top are parchment panels behind which are twelve 150-watt lamps, illuminating a sign. Catalina pottery and Federal enamelware in color sets off the two-tone green lacquered and chromium background. The exhibit is made of plywood, is separable and easily moved.



Portland, Oregon, didn't have a place to hold their electrical show, so they found an answer in the lobby of the local RKO theatre. 5,000 people saw the display.

CONDUCTING A TELEPHONE FOLLOW-UP FOR RANGE PROSPECTS

Samuel S. Vineberg

Manager

ELECTRICAL LEAGUE OF THE NIAGARA FRONTIER

Characters:

Mrs. Hudson: An Electric Range Prospect.

Mr. Geo. Hawkins: Cookery Salesman for the New Method Appliance Co.

Mrs. Hudson: Hello!

Salesman: Is Mrs. Hudson in?

Mrs. Hudson: This is Mrs. Hudson speaking.

Salesman: Mrs. Hudson, this is George Hawkins. I'm with the New Method Appliance Company. No doubt you've received some of our folders from time to time.

Mrs. Hudson: Yes, I have, and I've tried some of the recipes too.

Salesman: That's fine. We are going to continue sending out these up-to-the-minute cooking suggestions. What we would like to know is how these recipes suit you, whether the instructions are clear enough to follow, and whether you are getting good results.

Mrs. Hudson: Well . . . you know, I'm not an expert cook . . . But that's not the fault of your recipes, they're fine.

Salesman: By the way, you use a gas range, don't you.

Mrs. Hudson: Yes, we do.

Salesman: I thought so. You see, I was passing your house last night and noticed most of the downstairs windows were frosted and I concluded you cooked by gas. The moisture released when gas burns coats the walls and windows and helps form pot blackening.

Mrs. Hudson: That's interesting. I never heard that before.

Salesman: And too, if you cook by other fuels than electricity, that may be why you are not getting the best cooking results.

Mrs. Hudson: Then your recipes are for electric cooking only?

Salesman: Oh no! Our recipes are for cooking on any stove but if you use an Electric Range when cooking anything you can almost predict good results every time because there is no guessing with an electric range.

Mrs. Hudson: What you said before about fuel burning stoves giving off moisture interests me. My kitchen is a sorry sight, and I was just telling my husband yesterday we would have to have it done over again this Spring. Do you think it is because we cook with gas that it gets so greasy?



TELEPHONE SELLING

Salesman: Fine, Mrs. Hudson! Goodbye. I'll be there at three.

Salesman: Any fuel burning stove gives off moisture. Hydrogen in the fuel when burned turns to water and this in the form of vapor finds its way into the kitchen. You can't keep it out. That's why so many of the younger set are turning to electric ranges. There is no actual combustion. Hence, no dirty vapor, and cooking utensils, stove, kitchen walls and curtains, and so on, stay clean. And too, in Summer the kitchen is cooler, the air is less humid.

Mrs. Hudson: But electric ranges are so expensive, and the cost of running them prohibitive . . . we just couldn't afford to have one.

Salesman: In this town we are very fortunate, our power company has a special cooking rate and the cost of electric ranges and installation is very low. Why, the saving on kitchen re-decorating every Spring alone would soon pay for the new range.

Mrs. Hudson: I'm not sure whether I would want one anyway. Everybody says they're slow and I have to cook for a family of five, and I can't be watching a kitchen stove all day.

Salesman: The new electric ranges are fast and with the new automatic features the time you spend in the kit-

chen will be cut in half at least, and you will get better results. The only persons that say electric cookery is slow are those who cook with other fuels . . . and when they change to electric cookery they are its greatest boosters.

Can I call for you in my car to select the size range you would need for your family.

Mrs. Hudson: I don't know. I really don't intend to buy. Well then, maybe you can call for me at 3:00 o'clock this afternoon.

Salesman: Good-bye, Mrs. Hudson, I'll be there at three.

Note: This telephone conversation was timed to follow after the fifth mailing piece in a personalized direct mail campaign.

HOT-N-KOLD SHOP CUSTOMERS GET THEIR OWN WAY

GIVE a horse his reins, and give the prospect his way, in this new day of selling, is the successful philosophy under which H. H. Anderson, proprietor of the Hot-n-Kold shop, Burlingame, Calif., operates and makes sales. Mr. Anderson has the single surviving Hot-n-Kold shop left, the remnant of a once proud chain of appliance stores in northern California ambitiously begun some years ago. So he has a right to talk. He has weathered the tough times and is carrying on still.

In other days, Mr. Anderson led the selling aggressively, he recalls, sometimes even used pressure, and the sales would stick. But today it is different. It requires a new selling technique. "You can't push 'em," he says. Canvassing is very difficult and accomplishes little. The secret is to have a good store location, where many people pass, put in eye-catching displays, and then when a customer comes in—if she comes in she is a customer before leaving—it is because she is in the mood, is ready to be sold.

A woman came in to look at a second-hand stove the other day. She sold herself on a model on the floor, then feeling the old selling urge awaken Mr. Anderson led her to a new range, sold her on its advantages, urged her to take it now, and she did—until she got home and started adding up her check stubs, and then the second-hand stove had to be resold. That is today's typical experience.

Good location, lots of street traffic outside, good window display, and open early and late, till 10 p.m. every night—that's how sale are made these days, says Mr. Anderson. Tie in with the power company advertising campaigns, they help, too.

CHICAGO *where* Appliances



By E. W. Lloyd

*Vice-president, Commonwealth Edison Company,
Chicago, Ill.*

ELECTRICAL dealers and central station men visiting the Century of Progress in Chicago this summer will be walking the soil where the major appliances they sell got their start. Over at 72 West Adams they will be welcomed at the Commonwealth Edison Company, first to apply merchandising to the subject.

Possibly the terrific rate of growth in the seventies and eighties was what made Chicago so hungry for electricity. Older eastern cities, with gas and homes already built, could wait. Quickly strung power lines were just what the Windy City needed.

The town's electrical start dates back to April 26, 1878, when John Barrett, superintendent of the Brush Dynamo Company gave the city a look at a street lighting arc, mounted high in the air. "Its light gleamed fitfully, chiefly illuminating an old cow stable," declared a newspaper of the period.

Some pointers for the interested electrical man visiting the Century of Progress Exhibit

Doctor Carhart of Northwestern University next demonstrated an incandescent lamp in May, 1881, with a battery, in the presence of Marshall Field, the great merchant, J. W. Doan, and Arthur Caton. Forthwith these men decided to have an Edison incandescent system for their homes. In a stable back of the Field residence, belonging to J. W. Doan, a dynamo and steam engine were installed. Neighbors turned out to gaze at the marvelous lights. The houses were wired without switches, and it was necessary to stop the dynamo to turn off the lamps.

By the time of the Columbian Exposition in 1893 Chicago Edison had 4,462 subscribers, out of a population of 1,438,410. A brave show of appliances was at the exposition. Among them was an electric range, which George A. Hughes stared at, not thinking of the days to come when he was to make it actually practical. Most of the appliances were regarded as mere curiosities.

It was in Chicago also in the year 1907 that an invention occurred which profoundly affected appliances using heating elements. It was the development of an alloy that succeeded perfectly in turning electricity into heat, without the deterioration or expense that had been common theretofore.

George A. Hughes came along in 1910, fresh from the utility business in the Dakotas, and understanding the need for a cooking device that could be used with quickly strung power wires. On Superior Street, over an egg drying plant, he rented a loft, and there amid the smells of July heat produced the world's first five practical electric ranges.

Fred W. Wolff, a manufacturer of compressors, took a hint from the refrigeration plants he saw in brewers' private country homes, and in 1912 in Chicago produced the first domestic electric refrigerator on a commercial scale. He called it the Domelre, and at his death it passed to the Packard Motor Car Company, later evolving into the Frigidaire. Others were experimenting at the same time, but Wolff is said to be the first in domestic production. In Chicago too it was McClellan, who in 1915, was the first to offer a unit refrigeration system for apartments.

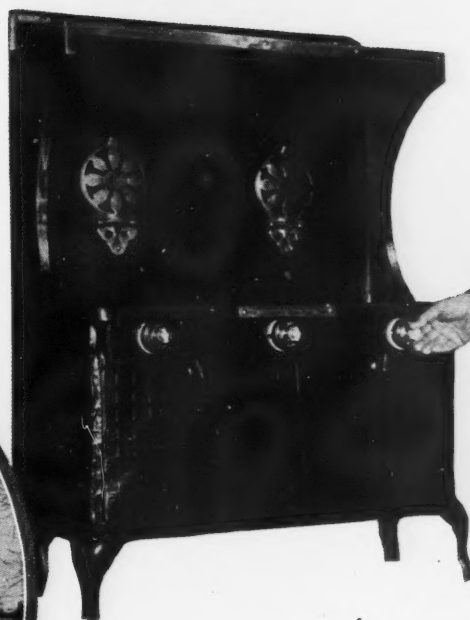
In the panic days of 1907 in Chicago the idea of the electric washing machine popped into the fertile brain of E. N. Hurley. Seeing a magazine clipping which told of a man who ran his washer with a motor, Mr. Hurley thought he saw a product which his closed plant could produce. Although the 1900 Company brought out an

and Merchandising Began



How Commonwealth Edison's Electric Shop looked in 1909. People had to be taught to use appliances in those days.

*(Below)
Marshall Field's home, just south of the Chicago Fair Grounds, at 1905 Prairie Avenue, is probably the oldest wired home in America.*



(Below)

A remodeled oil stove made history at the St. Louis Electric Show. George A. Hughes, its inventor, and president of the Edison Electric Appliance Company, is demonstrating the device that was to be known as the father of the electric range.

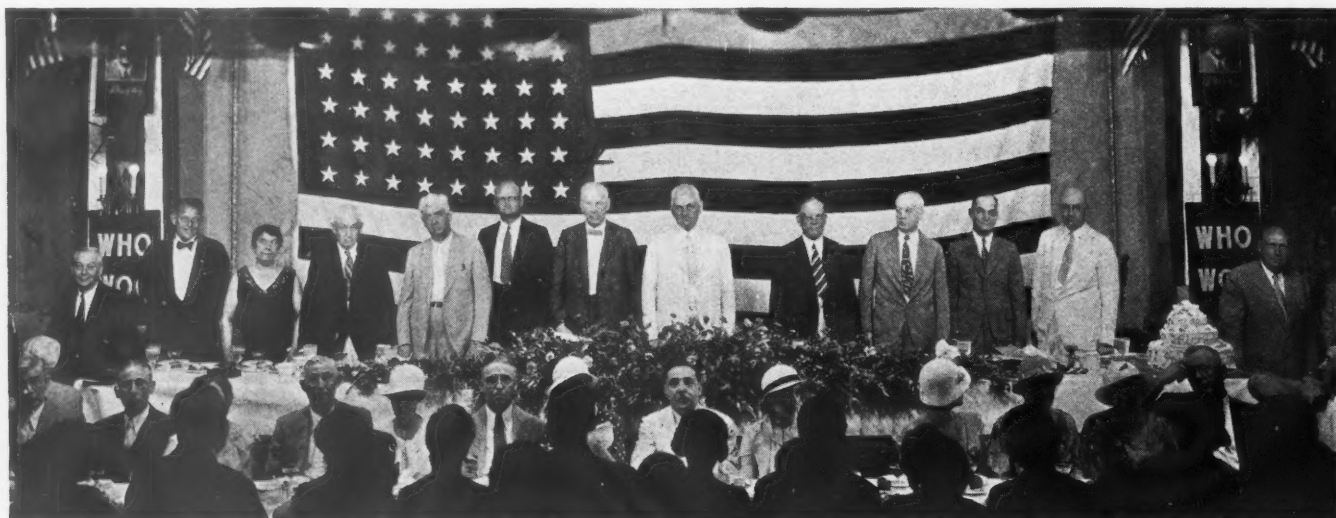
electric washer at about the same time, the Hurley machine is said to be the first, concocted from a washer purchased from the Fair Department Store and tried out in the Riga Hotel at Clinton and Monroe Streets.

The companion to the washer, the ironing machine, also made its appearance first in Chicago, put on the market in 1910 by the American Iron Machine Company.

While electric flatirons, by far the most popular of appliances, were known as far back as 1881, when H. W.

(Please turn to page 41)

This MONTH



MAYTAG TESTIMONIAL

The testimonial banquet given F. L. Maytag on his 76th birthday. Left to right: Ex-Governor W. L. Harding, Des Moines, Iowa; W. N. Gallagher, president and general manager, Automatic Washer Company; Mrs. Eugene Henely, president Iowa Federation of Woman's Clubs; Harvey Ingham, editor, Des Moines (Ia.) Register; Hon. L. J. Dickinson, U. S. Senator from Iowa; John E. Cross, toastmaster;

A. B. Funk, former member of Iowa legislature with Mr. Maytag; F. L. Maytag, founder and chairman of The Maytag Company; Gardner Cowles, publisher, Register and Tribune, Des Moines, Iowa; Clyde L. Herring, governor of Iowa; E. H. Maytag, president The Maytag Company; Hon. Chas. A. Dewey, judge U. S. federal court; Ex-Governor John Hammill.

Fall Lighting Drive

(Continued from page 15)

In a series of circulars, letters and other direct-mail methods of stimulation, the utilities, together with lamp and lighting equipment companies will be mobilized for local activities. Mr. Whitwell says, "This is not to be regarded as a campaign. It is a program with national stimulation to effect local cooperative action."

All branches of the electrical industry have been invited to participate and assist locally in setting up a plan of procedure to further the cause of good lighting in their respective communities and also trade organizations interested in the merchandising of lamps or lighting equipment. It was emphasized that although the activity is planned on a national basis, it is intended for local development and execution. Lamp and fixture manufacturers who advertise nationally will tie-in their advertising with the activity during October and November. However, the major advertising and sales promotion will come from local groups.

The advertising themes will be built around the slogan: "Better Light—Better Sight."

IOWA CELEBRATES MAYTAG BIRTHDAY

BANDS blared along Newton's red brick streets July 14 and the whole city turned out in a procession and

testimonial dinner to honor the man who had brought a gigantic washing machine business to the crackling cornfields of Iowa. The occasion was the 76th birthday of F. L. Maytag. Five hundred friends, including the governor of Iowa, jammed the Hotel Maytag banquet room to honor the veteran manufacturer.

Fifty-three years ago, in 1880, Mr. Maytag came to Newton, Iowa, to clerk in an implement store at \$50 a month. From this start he worked into the manufacture of agricultural machinery and thence into washing machines.

E. N. Hurley, Jr., Hurley Machine Co., W. N. Gallagher of the Automatic Washer Co., J. E. Bohnen, executive secretary of the American Washing Machine Association, I. N. Merritt, Grinnell Electric Co., J. D. Adelman, One Minute Washing Machine Co., G. J. Seaman of *Electrical Merchandising*, Walter Seiler, Cramer-Krasselt Advertising Company, were among those linked with the washing machine industry who were present to pay honor to Mr. Maytag.

FRIGIDAIRE STARTS MIDSUMMER DRIVE

THE most intensive summer business campaign ever devised by Frigidaire Corporation, refrigeration and air conditioning subsidiary of General Motors, was launched nationally July 15 with large space advertising copy breaking in more than 500 daily news-

papers, a coast to coast radio program and the distribution of 5,000,000 four-page rotogravure tabloids carrying the story of Frigidaire's features and economies.

The sales promotion campaign and dealers' helps developed for the July-August selling campaign are among the most comprehensive Frigidaire has ever put out, according to Frank R. Pierce, sales manager, and Lee A. Clark, sales promotion manager.

Showmanship will be the basic theme and every dealer display room will have props to demonstrate the features of lifetime porcelain, the principles of stataflex insulation, the economy of operation, the extraordinary ice cube freezing capacity, the automatic ice tray release and the many other features.

The program of advertising for the campaign covers every possible point, according to Earl D. Doty, advertising manager of Frigidaire.

Newspaper copy will continue to feature the theme "uses no more electric current than one ordinary lamp bulb," but in addition, the various outstanding features such as automatic tray release, automatic defrosting, one quarter more food storage space and room for tall bottles will be stressed.

A real feature of the summer advertising campaign, Mr. Doty said, is the thirteen time radio program that went on the air over a national network of fifty-four stations the evening of July 14 featuring Jane Froman, Howard Marsh and Jacques Renard's orchestra.

SEVENTH HEAVEN

P. G. & E. Sells 2,373 Ranges and Water Heaters in 90 Days

IF THE attainment of quota is heaven, then Pacific Gas and Electric Co. is in its seventh heaven, for it has just exceeded its quota, 118.6 per cent to be exact, for its seventh consecutive year, according to R. E. Fisher, vice president in charge of sales. In its ninety day spring campaign, with a quota of 1,400 ranges and 600 water heaters, 1,532 ranges, or 109.4 per cent of quota; and 841 water heaters, or 140.1 per cent of quota, were sold. Of this total of 2,373 units, about half were sold by cooperating dealers, according to E. F. Perkins, appliance sales manager.

The company has an annual honor bestowed only upon its 100 per centers, the salesmen and sales managers who attain quota. This year 29 of the 40 salesmen made the grade, some doubled their quota almost.

Harry Carroll, manager of electrical sales for the system, believes strongly in sustaining the driving punch. Accordingly a continuing campaign, called "the endurance contest", for the last six months of the year, has been launched upon the heels of the spring drive. The salesmen are on a revenue quota instead of merchandise, with a goal each of \$6,000 in annual revenue. The quota is divided up into six four-week periods, with a bonus for attainment of quota for each period, and an increased bonus for those previously having made the quota. The campaign features ranges, water heaters and heavy duty air heaters. Quotas are based on an estimated annual revenue from a range of \$50, from a water heater the same, and an air heater, \$9 per kilowatt.

And if the range campaign was heaven, the lighting campaign of the past six months was a bright halo. In the six month period 8,000 domestic lighting units of various kinds were sold. Last year it took 10 months to make as many sales, and at that the majority of them were of kitchen lighting units. But this year there were 1,500 Duplexalite central ceiling fixtures sold, and some 2,500 floor and table lamps, each with a 200-watt lamp or over in it. The average price on all units ran high, \$14 apiece, representing the sale of a much higher grade type of merchandise than featured in the ordinary campaign.

Rodney Doerr, lighting sales manager, plans to continue on into the stride too. For the Fall months three intensive lighting campaigns, one on domestic units, one an industrial lighting campaign, and a third an employees empty socket filling lamp campaign, with

special features not yet announced.

John Wrenn, who did an outstanding job on compiling a manual for air conditioning, has five men out in the field on air conditioning, a new venture by P. G. and E. The men are well organized, have a traveling show display exhibit, and are making the rounds of the district offices, giving local salesmen a course in air conditioning training, speaking before luncheon clubs, and personally interviewing the prospects in each district. A compilation of 800 good prospects has been made, each of which is issued a personal invitation to visit the exhibit and meeting. Biggest sales resistance found is the fear of appearing too swanky if an air conditioning job is installed in their home. This is the opposite swing of the pendulum from the hey days when it was something to brag about.

KEEPING APPLIANCES WORKING

California Utility Finds an Answer

ONE problem of utilities these days is to keep the appliances once sold actually in use. Coast Counties Gas & Electric Co., serving the Santa Cruz area, in California, has worked out two

plans which have improved this situation for them and made some business for a dealer as well.

First a survey of domestic consumers was conducted, several thousand of them, to see whether they were on the straight lighting rate or the domestic rate. Then a survey of a selected group of consumers and of company employees was made, and it was found that many table appliances were not being used. The reasons were either that the lighting rate scared them, and that they were trying to save on the electric bill; or that the appliances were out of repair. In the first instance, the customers were placed on the domestic rate and urged again to use their appliances on the lower rate.

The second difficulty suggested that something should be done about the repairing of appliances. Consultation with dealers revealed that it would not be profitable for all dealers to attempt a house to house campaign to repair appliances, so it was decided to concentrate with one dealer on the problem. This dealer equipped a truck with necessary tools, replacement and repair parts, and is now making a house to house canvas to repair all appliances. At the same time notation is made at each house as to the form of rate and a subsequent follow up will be made to con-



SELL THEM TO BARBERS

A cold towel after a shave means a satisfied customer, so E. S. Kerr, who operates the Dayton-Biltmore barber shop at Dayton, Ohio, has installed a Frigidaire which gives him a constant supply of cold towels. The photo shows Mr. Kerr demonstrating how he uses his equipment

This MONTH ————— as the EDITORS See It

vert as many as possible to the domestic rate.

Another plan inaugurated during the summer has been the sending of three college boys from house to house with lamp kits and small appliances, filling empty sockets. In their calls wherever possible they actually fill the sockets, for it has been found that many buy lamps and still do not place them in immediate use.

According to Pierre Vinet, new business manager, this activity is successfully plugging the leaks, and holding the load. In the washing machine campaign, carried on cooperatively with two dealers, and described in the last issue, he reports that his chief difficulty was in getting enough stock, and that deliveries are still being made on sales made during the campaign.

REFRIGERATOR SALES BY SIZES

HOUSEHOLD electric refrigerators of the 4 to 4.99 cubic feet capacity were the most popular sellers in the year 1932, according to statistics compiled from figures supplied *Electrical Merchandising* by the National Electrical Manufacturers Association. In this classification 38.2 per cent of all 1932 household electric refrigerator sales took place. Next most popular size was the 6 to 6.99 cubic foot classification, which accounted for 25.3 per cent of total sales. Third most popular size was the 5 to 5.99 cubic foot classification, which accounted for 19.8 per cent of total sales. Below is given the complete tabulation.

1932 Household Electric Refrigerator Sales, by Sizes of Boxes

Sizes of Refrigerators	Percentage of 1932 Sales in Each Classification
Under 4 cubic feet.....	3.7%
4 to 4.99 cubic feet.....	38.2
5 to 5.99 cubic feet.....	19.8
6 to 6.99 cubic feet.....	25.3
7 to 7.99 cubic feet.....	8.0
8 to 9.99 cubic feet.....	3.4
10 to 12.99 cubic feet.....	1.3
13 to 16.99 cubic feet.....	.2
17 to 24 cubic feet.....	.1
Total, All Refrigerators.....	100%

\$10 FOR YOUR OLD CLEANER

"WELL buy your old electric cleaner," the B. C. Electric Railway Co. of Vancouver, Canada, told its customers and employees too, in a vacuum cleaner campaign beginning in June. Since vacuum cleaners are no longer just cleaners, but sanitary sys-

tems, air conditioners, and purifiers, and are sold with nothing less than the full complement of attachments ranging all the way from demothsers to waxers and polishers, this sale of Royals was a campaign of selling a whole system. The trade in allowance was \$10, plus the saving in buying the attachments at a special price, ran the savings offered up to \$22.50 all told.

NEW YORK'S ELECTRICAL SHOW 60 PER CENT SOLD

"WITH the greatest electrical energy and appliance market in the world—that of the Metropolitan New York area—showing at this time every indication of an upward business trend and requiring new merchandise methods for manufacturer and dealer, the 1933 National Electric Show now scheduled for Madison Square Garden, September 20 to 30, inclusive, is definitely assured of success," was the opinion expressed by Ralph Neumuller, managing director of the Electrical Association of New York, sponsor of the Exposition.

"More than 60 per cent of all available space on the exhibit floors has already been contracted for by the leaders in the electrical and radio industries, with an additional percentage of space reserved for the use of present exhibitors in case they decide to put in more displays," Mr. Neumuller said.

"Since the withdrawal of the Metropolitan New York public utilities companies from the appliance and radio sales fields on July 1 of the present year, the local market for manufacturer and dealer has broadened considerably," Mr. Neumuller pointed out. "The utilities here did a retail sales business of approximately \$3,500,000 annually in recent years. This means, then, a new deal for the merchandiser operating in this area, particularly."

To assure the largest possible attendance exhibitors are cooperating on the distribution of tickets, which will sell at the Madison Square Garden box office for only 25 cents. In addition a comprehensive publicity and advertising campaign has been set in operation to acquaint the public with the strides of progress made in the electrical and radio industries since the 1929 exhibition was held.



GENTLEMEN—THE WINNAHS!

Quota-busters in a selling drive by the Equitable Sales Company, Pittsburgh, are shown here as they enjoyed a trip to the World's Fair as guests of the Hurley Machine Company, Chicago.

With an objective of 860 Thor washers and ironers, to be attained between January 1 and June 1, they shot on past to a windup of 1,054 units.

In the picture President E. N. Hurley, Jr., is shown second from the right, front row. Next to him is R. E. Polk, merchandise manager, Equitable. Third from the right in the center row stands E. O. Thomas, new sales manager of Hurley. Second from the right is H. W. Cherrington, Thor sales promotion manager for Equitable. In the rear row, extreme left, is F. R. Morrison, of the Hurley company's sales department. Third from the left is C. L. Doolittle, Thor branch manager.



"You have a frigid air" Colonel Stoopnagle (left) told this Broadway beauty recently while Budd and H. W. "Hike" Newell, Frigidaire vice president look on. Anyway, it looks like a swell way for a hot baby to cool off—especially in hot weather.



Fay Wray, Columbia pictures' film star, finds the new Eveready pocket light a handy gadget to keep in a handbag. Nothing like having a light along to find your way home these dark nights.



When Rudy Vallee went out to Cleveland recently he missed the sunlamp he depends on for that coat of tan. GE lighting men came obligingly to the rescue.

Mitzi Green and Buster Phelps who play Annie and Mickie in Radio Picture's "Little Orphan Annie" are seen raiding the ice-box (GE) in one of the scenes from the picture.



Helen Morgan who has made the song, "Bill" famous, who starred in Shoreboat and Sweet Adeline, is partial to her new Hoover cleaner. It's the one equipped with the new Hedlite, too.

STARS

Our Guests at the 487 G-E REFRIG

All Winners in the Spectacular G-E "Man-Hunt" Contest . . . The most successful Sales Campaign in the history of G-E Refrigeration

ON JULY 20th and 21st at the World's Fair, General Electric was host to 487 G-E refrigerator salesmen, dealers and distributors from coast to coast. These men led the field in the greatest and most successful sales campaign in the history of G-E Refrigeration—the sensational General Electric "Man-Hunt" Contest. The "Man-Hunt" started April 3rd and ended June 3rd. During that time these men broke all existing G-E refrigeration sales records—some exceeding quotas by better than 700%! *And this in spite of the fact that normal contest quotas were increased 25% during the period.* With the campaign hardly under way, G-E refrigerator sales reached a new peak—factory shipments climbed to a trainload a day, with distributors, dealers and salesmen

from coast to coast pleading for more! In 7 cities G-E distributors reported the greatest May business in history. Midway in the contest a score of G-E dealers were already over the top on quotas. Sales and deliveries by one distributor the final week of the campaign totalled \$474,547.00!

Given a product with the 3 to 1 public preference enjoyed by General Electric refrigerators—and the inspiration to win—487 General Electric Refrigerator salesmen came through with record-breaking sales! General Electric has been proud to reward these men with expense-free trips to Chicago's Century of Progress and to fete them at the Victory Celebration and Banquet held in their honor.

GENERAL ELECTRIC



W. L. Thompson, General Electric distributor for Boston territory, whose organization led the nation in General Electric's "Man Hunt" Contest, with 186.3% of quota.

TOPS QUOTA BY 733.1%

M. G. Hyltin, dealer salesman of Lockhart, Texas, topped the field during the G-E "Man Hunt" with 733.1% of quota.



Century of Progress!

ERATOR SALESMEN



● At Chicago's Century of Progress, the General Electric exhibit is attracting the attention of millions. Greatest interest is centered in the General Electric *Talking Kitchen* and its amazing story of freedom from kitchen drudgery. ● Over one-half of all inquiries received by General Electric from A Century of Progress visitors, are on the General Electric Kitchen. ● For the G-E retailer, this far-reaching activity means more refrigerator sales and the opportunity for continuous profits — for each refrigerator purchaser becomes a prospect for all G-E appliances in the General Electric Kitchen. General Electric Company, Specialty Appliance Sales Department, Section DE 8, Nela Park, Cleveland, Ohio.



Metered Ranges

for

CAMP S



Whether or not fuel is scarce, any idea that will take the curse out of sooty camp fires at summer resorts ought to take a prize of some sort. At some of the beaches in southern California electricity has solved the problem in a big way, big for the public and not so small for the resort proprietor and utility either. A sheet metal stove, containing a 2-kw. Chromalox unit, and operated for 20 min. by a dime placed in a prepay meter switch, does it. There is no soot on the cooking utensil, no smoke in the eyes, and wind can't blow the flame out.

The scheme was worked out by E. G. Alberts, of the Bureau of Power and Light, for the South Venice beach, under the auspices of the city playground department. The revenue derived from the hot plates is also sufficient to pay for electric water heating for washing up the dishes afterward. Similar installations are in contemplation in a number of other resorts.



Chicago—Where Merchandising Began (Continued from page 33)

Seeley applied for a patent, it was James I. Ayers, head of the Simplex Electric Company (now a part of Edison General Electric Appliance Company, Chicago) that did real pioneering in the field of practical appliances.

Irons were the appliances that were loaded up in the Commonwealth Edison Company's wagon that day in 1905 when George B. Johnson started his horse clopping away down the street on what was the world's first merchandising campaign on appliances. There had been a stock carried on the third floor back at 139 West Adams Street since the beginning. This was equally true of central stations in Boston and New York. Electric irons had been given away on the west coast. However, the Commonwealth Edison venture—six months' free trial, pay on time in monthly installments—was actually merchandising and marked the turning point.

Of course there had been vague stirrings before 1905. Two years before Commonwealth Edison had moved an electric cottage about town, demonstrating the wonders of arcs and other fixtures to the citizenry. But it was the success of 1905, with 10,000 irons placed (200 of which vanished utterly) that led Commonwealth Edison on to the inspiration in 1909 that gave the world its first "Electric Shop" devoted to appliances alone.

This Electric Shop stood at Jackson and Michigan. It pioneered while contractors and department stores stood back. Read over the list of merchandise which was stocked back in 1909 on opening day, and it sounds a

good deal like the present. Here were chafing dishes, coffee percolators, tea kettles, flatirons, fry pans, "suction" sweepers, foot warmers, knife sharpeners, as well as a complete electrical kitchen. This kitchen had an electric range which was a composite of various heating units, a dishwasher and an ammonia refrigerating plant in the basement. You could buy a cigar lighter if you wished, a trinket which Thomas Edison had invented in Richard Kolb's New York restaurant as a stunt to amuse Mexico's General Diaz.

Looking backward, one is surprised to see how complete the line of appliances has been for nearly forty years, and yet consider how small a handful of people used them. While performance may have had something to do with their lack of widespread acceptance at first, the real reason lay in the tremendous amount of missionary effort that was necessary to get them into general use.

Today the Commonwealth Edison Electric Shop is presided over by E. A. Edkins, and has branches all over Chicago. George A. Hughes is a Chicago citizen and skims back and forth from Chicago to Florida in his "land yacht." More than 200 electrical dealers in Chicago sell appliances in co-operation with the central stations.

Down to the Century of Progress the old timers and the youngsters in the business are going to note how the appliance "babies" have grown, and trying to pick out a hint for the future from the immense group of exhibits on display.

When the \$39 Washer Joins the Brontosaurus (Continued from page 21)

the level gradually working up. Visualized demonstrations and a slow, unhurried sale turned the trick, in Askin's opinion. Here is a sample of how it is done.

Demonstrations talk louder than words

"I WANT to look at a six-sheet washer," said a customer the other morning.

"What size sheets do you mean, madam?" replied the salesman. "With sheets varying so this method of sizing washing machines may mean almost anything."

"Well, I don't know," returned the prospect.

Without comment, the salesman escorted the customer to an island of washing machines. Realizing full well that she had seen the advertising featuring the bargain models, he started here.

"This first washer is technically within what may be called a six-sheet machine," he said. "However, since we realize the term 'sheet' is misleading, we actually prefer to speak of washing in pounds. Note how much bigger this washer alongside is. Incidentally, it is also rated as a six-sheet washer. See how I can almost drop the lid of the smaller machine inside. You get through faster with this model."

Next the salesman plucked a turkish bath towel out of the water and folded it into a thick handful. Demonstrating on the two types of machines, he showed how much easier the higher priced model passed the towel through the wringer, quietly and with even pressure. Next he inserted a button garment into the wringer letting it feed up almost to the tearing point—recognized by every woman—then he touched the typewriter key control, stopped the wringer and adjusted the button in a twinkling of an eye. A word about the nuisance of sewing on buttons and a visualized demonstration

that speedy wringer control was not possible on low-priced machines completed his work here.

As he showed the water pump, easy cleaning facilities, and each feature of the higher priced machine, the salesman did not fail to agree that the \$39 outfit would do the work. It simply lacked the refinements, he said, and inasmuch as the customer was buying something that would last a long, long time, it was better to have a washer that was up to the minute in improvements.

"So thoroughly have the boys learned that it pays to take time to demonstrate thoroughly, that we rarely sell a bargain leader unless the customer cannot afford anything at a higher price," declares Mr. Askins.

Sales are frequently made on a small payment down basis. The firm has an exceptionally strong collection department, it feels, which is quite capable of overcoming any disadvantage that a small investment causes. A wage assignment is included in the conditional sales contract, which aids in effecting collections. From 20 to 60 per cent of all washer sales are for cash. A 5 per cent discount for cash has brought results.

What a Buyer Thinks About

THAT washing machine manufacturers should take a tip from automobile makers, and turn out models quite different from the present ones, is the opinion of Mr. Askins. With demonstrations and sales promotion the order of the day, the machines need eye appeal and talking points, he thinks. Mr. Askins speaks with a background of four years' experience at Goldblatt's. He is an old Hoover man. Incidentally, any rise in prices through national planning will be welcomed by his department, he says.

Cookery Councils Show Results (Continued from page 17)

ing devices were installed. A typical one goes back to October, 1928, eight months before the installation of a refrigerator, giving the users bills for lighting and small appliances only. Then the record follows of this load plus charges added due to the purchase of a refrigerator. A range was added in another six months, and the record shows the cost over a period of ten months of this typical home using range, refrigerator, lighting and miscellaneous equipment.

One great value of this investigation and clearing up of unsatisfactory conditions came with the actual campaign when salesmen found that one user in a small town who had bought an electric range and had not been happy with it could spread unfavorable propaganda throughout the entire community. The fact that this condition had been now cleaned up and that the former critic had become a satisfied user did much to make the salesman's job easier.

The third step in this preparation which led into the actual campaign was an invitation to the housewives of this area to plan their own ideal kitchen. The campaign inaugurated on the 13th of March was a campaign to modernize the kitchen. The purpose was, of course, to sell ranges, but it was felt that a more intelligent approach would be to center the interest on modernizing the kitchen and promote the range as the corner stone of the ideal kitchen, just as the electrical kitchen is itself the first step to the full use of electricity throughout the home. Attractive folders were prepared announcing prizes for the best kitchen plan submitted. The prizes offered were substantial. The first prize being either an electric range or an electric refrigerator—whichever device the prize winner lacked. Thirty homemaking schools were held which drew a total attendance of 4,500 conducted by expert home service women. On the stage of the auditoriums a complete kitchen was set up including not only a range and re-

frigerator but a dishwasher, mixer, percolator, toaster and other devices. When these schools were held in auditoriums of sufficient size, dealers were invited to exhibit their line of appliances in the hall. These exhibits by dealers ran around the walls of the auditorium and dealers actively worked to stimulate the attendance at these classes, seeing that their prospects came in for instruction. That genuine interest in this kitchen planning contest was aroused is proved by the fact that over 100 carefully worked out kitchen plans with explanatory letters were submitted.

Due to the work that had been done with the dealers because of the careful preparation, dealers cooperated actively and accomplished a successful selling job. An intelligent approach to house-to-house canvassing was worked out. Salesmen for dealers and the utility used a Renulite fixture as a door opener. This was sold for \$1.95 installed. The fixtures were installed on trial if the customer hesitated to buy, and not only were a considerable number sold, but the salesman was taken into the kitchen to put up the fixture and had an opportunity to make an actual check on the equipment in the kitchens. The fixture got him in and gave him a chance to see what the home actually owned, and gave him a chance to talk.

The campaign moved 511 ranges in six weeks and has resulted to date in the development of real interest among the dealers in this territory in the sale of electric ranges. Cookery Council meetings have been well attended, dealers have bought ranges for their own use, they have convinced themselves that the range is economical to operate and highly satisfactory in performance, they have laid the basis for the sale of other kitchen equipment including better lighting, and they are enthusiastic for the campaign planned in September and October, which will carry the modernization idea further forward from the kitchen to the entire home.

Teach Us How to Use Your Appliances (Continued from page 19)

course, that these delicious extras add much to the desirability of an electric. But they should not obscure the principal use to which most refrigerators have to be put: protecting everyday foods against spoilage.

Unless the buyer's attention is called especially to the few pages—sometimes only paragraphs—devoted to routine instructions, she is likely to overlook the several points which make for best results at the lowest operating cost; and almost certainly so if the salesman dismisses instructions as inconsequential. In fact, when refrigeration gets only lukewarm recommendation it is generally because an uncoached user has proceeded on the comfortable assumption that it is "just an electric icebox."

For instance, the fault most commonly found with an electric is that it dries out foods. Inquiry invariably discloses that the complainant has failed to use covered containers as she, of course, must with an electric, but did not have to do when using an icebox. Dealer emphasis on this point is therefore the indicated way to forestall dissatisfaction.

Using temperature control for operating economy is another instance. By changing the setting to suit the weather a gratifying reduction in current consumption can be achieved. And the trade should be interested in anything that will avoid complaints of high bills. Yet the only official use of temperature control seems to be for greater freezing speed.

I realize only too well that the best of instructions cannot do the job of user education single-handed. The user must also do her part. And, unfortunately, there is a certain proportion of women who blissfully go their own sweet way, regardless of plain and complete directions. But to omit instructions because of these "dumb Doras" is as stupid as they are. Or perhaps the rest of us should be flattered by the alternative deduction that we can learn for ourselves.

Most electrical appliances are not indispensable. That is, something else can generally do the same work in the home. To be sure, the substitute cannot do the job as conveniently or efficiently, so long as the electrical appliance is used properly. But when the electric is not used properly the margin of desirability between the two vanishes. And precisely that competitive situation exists in the thousands of homes where women do not know how to make full and effective use of their appliances.

In other words, whether the electrical trade cannot only sell new products but cash in on the replacement business which returning prosperity should open up, depends pretty definitely on whether it can teach us women to use its products well enough to warrant their purchase. The job can be done. But, judging by sorely vexing experience, I must add that it will require considerably more intelligent hewing to merchandising essentials than has been shown thus far by the appliance distributing trades.

Review of NEW Products



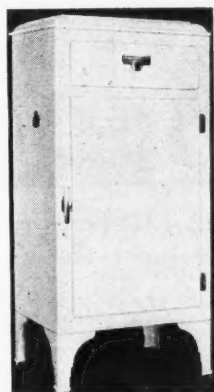
Royal Culinaire

The P. A. Geier Co.,
540 E. 105th St., Cleveland, O.

Device: Food preparer.

Description: Power unit enclosed in base; vertical shaft over which is placed center post of mixing bowl drives all attachments—twin beaters, juice extractor, slicing and shredding plates, meat grinder and food chopper—no additional power units needed; 3-speed, horizontal, air-cooled motor; 135 watts; 10 in. high, 10 in. wide, 11½ in. deep; Lynite mixing bowl with anodic finish rotates slowly during mixing process; 3½ qts. capacity.

Price: \$24.50; grinder and chopper \$5.00; slicing and shredding plates with safety hopper and feeder, \$5.50.—*Electrical Merchandising*, August, 1933.



Westinghouse Refrigerators

Westinghouse Electric & Mfg. Co.,
Refrigeration Dept., Mansfield, O.

Models: "Master" line—8 models.

Capacities: BL-43, 4.2 cu.ft., 44 cubes; BL-45, BP-45, 4.2 cu.ft., 44 cubes; BL-53, BP-55, 5.2 cu.ft., 74 cubes; BL-65, BP-65, 6.2 cu.ft., 118 cubes; BL-75, BP-75, 7.5 cu.ft., 118 cubes.

Special Features: All porcelain evaporator; hermetically sealed unit; 7-point temperature selector with "Economic" position which operates refrigerator at 25% saving in current and at same time preserves food over weekends or longer.

Price: BL-43, \$99.50.—*Electrical Merchandising*, August, 1933.

Kingly Air Conditioners

Continental Air Conditioning Co., Inc.,
131 W. 21st St., New York City

Device: Portable, self-contained air conditioning units.

Description: Capacities ranging from 8000 b.t.u.s per hr. upward; maintains temperature differential of from 10 to 14° F., reduces humidity accordingly; no pipe connections required, plugs into any outlet; refrigeration coil sealed in acoustically lined chamber; air is drawn through filter in upper section by Bucket type fan connected to motor, forced over expansion coils where it is cooled and de-humidified; designed for installation under window sills. Units also available for heating and humidification. A general line of air conditioning equipment for central installation with ducts or suspended units also available.

Price: From \$350 to \$595.—*Electrical Merchandising*, August, 1933.



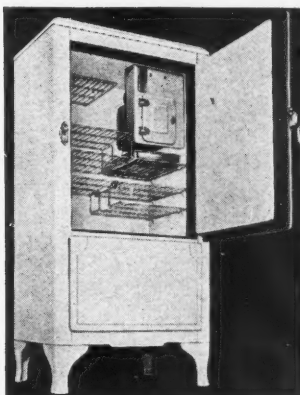
Grunow Refrigerators

The Grunow Corp.,
4127 George St., Chicago, Ill.

Models: Progress line—45-G; 55-G; 70-G.

Capacities: 45-G, 4.5 cu.ft.; 55-G, 5.5 cu.ft.; 70-G, 6.8 cu.ft. 45-G and 55-G, 84 cubes; 70-G, 112 cubes.

Special Features: Porcelain front and door on freezing chamber; Grunow refrigerating unit, using Carrene; 8-in. broom-high legs; vitreous enamel lining; "Dulux" enamel exterior.—*Electrical Merchandising*, August, 1933.

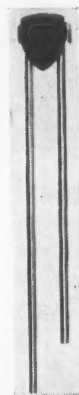


Blackstone Washer

Blackstone Mfg. Co.,
Jamestown, N. Y.

Model: D.

Description: Full size tub, 1-piece construction; new type depressed bottom for quick drainage; 3-vane, high blade water circulator; automobile type control lever for starting, stopping circulator; new improved Lovell wringer with special Blackstone safety feature.—*Electrical Merchandising*, August, 1933.



New Telechime Models

General Kontrolar Co., Inc.,
200 E. 1st St., Dayton, Ohio.

Description: Consists of patented electric action which operates 2 full-length tubular chimes alternately when door button is pressed; no hole in wall required, no change in bell wiring required; operates from house current through 6-volt transformer.—*Electrical Merchandising*, August, 1933.

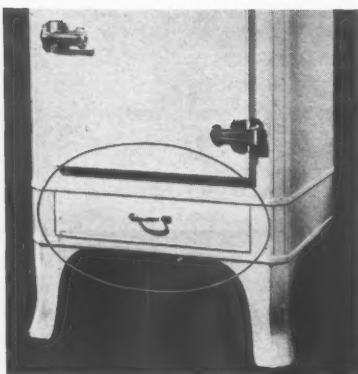
Delta Lanterns

Delta Electric Co.,
Marion, Ind.

Device: "Powerlite" lantern flashlight. Description: 2 reflectors—top and side; wide arm bail; modern case; weighs 3 lbs.; operates from 6-volt lantern battery or with adapter using 4 standard 1½ in. flashlite cells, Mazda No. 26 bulbs.

Price: \$2.50, less battery.—*Electrical Merchandising*, August, 1933.

Review of NEW Products



Majestic Accessory

Grigsby Grunow Co.,
5801 Dickens St., Chicago, Ill.

Device: Vegetable storage compartment for any model 700 Majestic Electro Sealed refrigerator, easily installed in bottom of refrigerator, elevates food compartment proper 17 in. from floor and provides storage space for fruits, vegetables not ordinarily stored in refrigerator; 1 cu.ft. capacity. Sold as accessory only.—*Electrical Merchandising*, August, 1933.



Wind-Power Light Plant

Wind-Power Light Co., Newton, Iowa.

Device: Wind-driven farm lighting plant.

Description: Plant consists of slow speed generator, specially developed for wind-power operation, mounted on 3 or 4 post galvanized steel tower and driven directly by propeller shaft; 3-blade airplane propeller, self directing, automatically adjusted to every wind speed with patented governing device to protect against high winds and to increase power of low winds; current is supplied directly from generator or from heavy duty batteries with capacities sufficient to carry entire load over a week to 10 day calm period; plant generates approximately 1000 watts at 32 volts an hour in fair wind; generator starts charging in 7 mile wind at 140 r.p.m. speed; will generate from 60 to 300 kw. a month, depending on section of country.

Price: \$350 complete.—*Electrical Merchandising*, August, 1933.

Frigidaire Bottle Coolers

Frigidaire Corp., Dayton, Ohio.

Device: 2 bottled beverage coolers for use in restaurants, drug stores, etc.

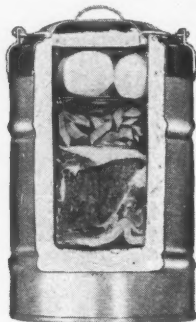
Description: Small unit has capacity for 78 12-oz. bottles; large unit, 110 12-oz. bottles; Indian bronze finish; galvanized steel coil boxes; twin-cylinder coil and compressor designed as drop-in unit; bottles rest on removable grind.—*Electrical Merchandising*, August, 1933.

Universal Cooker

Landers, Frary & Clark,
New Britain, Conn.

Device: Portable oven cooker; bakes, roasts, boils, stews, steams.

Description: Capacity, enough for family of six; 2-heats: slow 125, fast 500 watts; bracket holds cooker steady in horizontal position for baking, broiling, etc; cooking well 10 in. deep; 6 1/2 in. diam; weighs 11 lbs; 3 round aluminum pans—two 1-pt. and one 2-qt. capacity; aluminum baknig set additional equipment; sage green enamel case, black enamel top.—*Electrical Merchandising*, August, 1933.



Ray-O-Vac Flashlights

Franch Battery Co.,
Madison, Wis.

Device: Dualite, double utility flashlight; 3-cell focusing spotlight.

Description: Dualite combines long range focusing spotlight and widely diffused floodlight; brass throughout with black lacquered tube. All-metal 3-cell spotlight has 67% more brilliant light than 2-cell model, the manufacturers claim.

Price: 69c complete with 3-Ray-O-Vac batteries and Mazda bulb.—*Electrical Merchandising*, August, 1933.

Graybar-Crawford Range

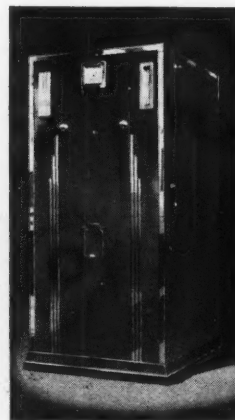
Walker & Pratt Mfg. Co.,
31 Union St., Boston, Mass.

Model: No. 16-477.

No. Surface Burners: Two 6 in. 1200 watts; one 8 in. 2000 watts.

Sizes: Floor space, 23 x 37 in.; 33 in. to cooking top; oven 14 x 18 x 14 in.

Special Features: Full cabinet; triple automatic; 2 utility drawers, one may be converted into warming compartment; 660 watt appliance outlet; choice of 3 color combinations; optional equipment; condiment set, timer, foot rests.—*Electrical Merchandising*, August, 1933.



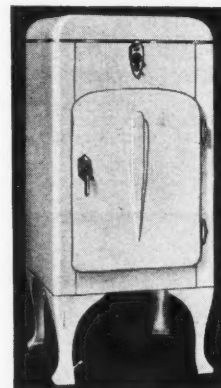
Toridheet Oil-Burner

Cleveland Steel Products Corporation
Toridheet Division
Cleveland, Ohio

Device: Complete, automatic oil-burner boiler, operated by the Model C Toridheet wall-flame oil burner.

Description: All controls completely concealed by boiler jacket. Non-crumbing heat refractory hearth insulates burner motor, ignition transformer and oil valves from heat of combustion chamber. Contains high and low limit controls, low water cut-out and feeder; built-in large capacity water heating coil for domestic hot water. Capacity, 750 square feet of connected load.

Finish: Deep plum baked enamel; dark plum base; chromium trimmings.—*Electrical Merchandising*, August, 1933.



Gibson Refrigerators

Gibson Electric Refrigerator Corp.,
Greenville, Mich.

Models: LG-53; LG-72.

Capacities: LG-53, 4.94 cu.ft. 63 cubes; LG-72, 6.56 cu.ft., 77 cubes.

Special Features: "Pres Toe" door opener; interior dome light; hermetically sealed Mono Unit; 12 pt. temperature control; automatic defrosting; modernistic design, curved top, overlapping door.—*Electrical Merchandising*, August, 1933.

Meter Range Switch

Cutler-Hammer, Inc.,
12th & St. Paul Ave., Milwaukee, Wis.

Device: New line meter range switches designed to prevent current theft. Bulletin 4334 HI 2, 3, meets NEMA spacing standards; ample space for excess lengths of meter leads. When used with 6 terminal meters prevents non-recording. Cart-ridge fuse pull-out has actual knife blade contacts independent of fuse clips. Available with 2, 4, and 6 branch circuit cutouts.—*Electrical Merchandising*, August, 1933.

Electrical Merchandising, August, 1933



THE heating devices that you carry were made by manufacturers who have faith in Chromel for their heating elements. Their faith in Chromel has been won by its performance. For 25 years this alloy of chromium and nickel has been proving itself worthy of that trust, by its long life in the device. And this good service from Chromel of course means satisfaction to your customers and good-will for you. You likely may never buy one pound of Chromel, but we believe you still

want to be accurately informed about anything as basic as Chromel which is "the wire that made electric heat possible." The discovery of Chromel in 1906 gave the device industry the heating-element material for which it had long been seeking. All other materials wore out too soon to be of practical use. You serve your own interests by stocking devices that are Chromel equipped. (We'll be glad to send you our Heating-Unit Calculator.) Hoskins Manufacturing Co., Detroit, Mich.

HOSKINS

CHROMEL
(CHROMIUM-NICKEL)

THE WIRE THAT MADE ELECTRIC HEAT POSSIBLE

Review of NEW Products



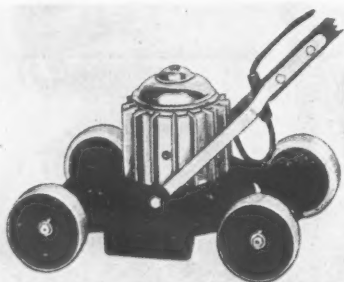
Economaid Washer

Norge Corp.,
Detroit, Mich.

Special Features: Dual-Vane Motivator washes without contact with agitators; controlled current water agitation; 6 to 8 sheet capacity; rubber insulated motor, ceiling hung, direct drive; finger tip control.

Wringer: Sentry-Safety dryer; adjustable tension dryer rolls wring to rough dry.

Finish: Burnished aluminum dryer; white porcelain tub with black enamel base.—*Electrical Merchandising*, August, 1933.



Pioneer Lawn Mower

Louisville Electric Mfg. Co., Inc.,
Louisville, Ky.

Device: Electric lawn mower.

Description: One moving part—slender flexible steel blade revolves at high speed; equally effective in long or short grass; safety switch prevents motor from running unless switch is held closed by operator.—*Electrical Merchandising*, August, 1933.



Springback Iron Cord

Springback Mfg. Co.,

1519 W. 7th St., Los Angeles, Calif.
Device: Cord control, clamps to ironing board.

Description: Prevents twisting, kinking bending of cord; consists of 6 ft. heater cord complete with plug and ironing clamp for holding swivel.

Price: \$1.75 with switch; \$1.50 without switch.—*Electrical Merchandising*, August, 1933.

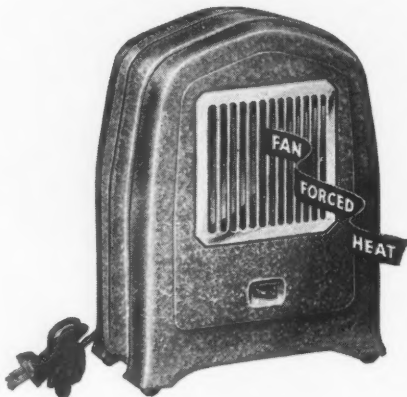
Arvin Heaters

Noblitt-Sparks Industries, Inc.,
Columbus, Ind.

Models: No. 200 De Luxe; No. 100 Standard, fan-forced heaters.

Description: To provide extra heat for bathrooms, stores, offices; 110 to 125 volts, a.c. 50 to 60 cycles; No. 200 De Luxe uses 11 amps at 110 volts; 10 in. x 5½ in. at base, 13 in. high, weighs 9 lbs; No. 100 Standard, uses 9½ amps. at 110 volts; 9½ x 5 in. at base, 11 in. high, weighs 6½ lbs.

Price: No. 200 De Luxe, \$6.95; No. 100 Standard, \$4.95.—*Electrical Merchandising*, August, 1933.



Franklin Portable Outlet

Elasticord Div. United Elastic Corp.,
Easthampton, Mass.

Device: Convenience outlet mounted in metal stand which clamps to ironing board or breakfast table; with an Edison adapter, an inexpensive shade this outlet makes a simple light for bridge table, work bench, or sewing machine.

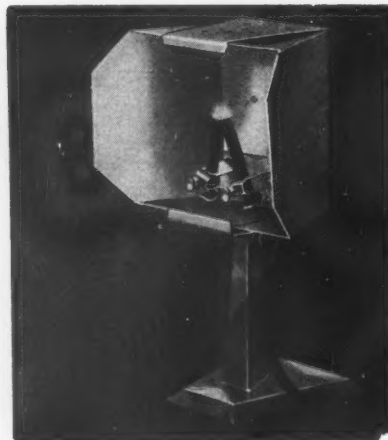
Price: \$1.00 each.—*Electrical Merchandising*, August, 1933.

Silver Arc Health Lamp

Allied Machine & Stamping Works,
122 West Perry St., Baltimore, Md.

Device: Carbon-arc therapeutic lamp. **Description:** Chrome-steel lamp with collapsible wings to permit adjustment of size of radiation; resistance coil concealed behind reflectors; a.c. or d.c. draws between 9 and 10 amperes; 10 in. high overall; no screen or glass to diminish full effect of ultra-violet rays.

Price: \$5.—*Electrical Merchandising*, August, 1933.



Waco Lamp Package

Wabash Appliance Corp.,
474 Johnson Ave., Brooklyn, N. Y.

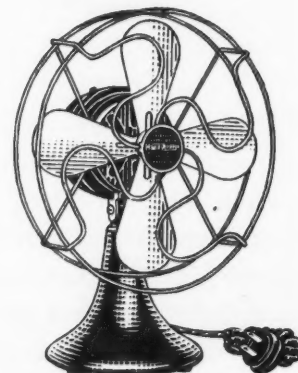
Description: Home Lamp Assortment Package containing 6 inside-frosted Waco lamps; 2-25 watt, 2-40 watt, 1-60 and 1-100 watt in attractive display package.

Price: \$1.00.—*Electrical Merchandising*, August, 1933.

Chil-Chest

Chil-Chest Sales Corp.,
631 Atlantic Ave., Brooklyn, N. Y.

Device: Insulated, specially designed box to provide extra space for fruits, vegetables etc. when refrigerator is crowded; Special compartment provided to hold trays of surplus ice cubes; 2 sizes; flat sizes—17½ x 21½ x 25½ to fit top of refrigerator; upright size—24½ x 18½ x 19½ in. with legs.—*Electrical Merchandising*, August, 1933.



Handy Breeze Fans

Chicago Electric Mfg. Co.,
2801 S. Halsted St., Chicago, Ill.

Models: AS-9 stationary; AS-10 Oscillating.

Description: AS-9, 8-in. stationary finger-tip control on-and-off switch; AS-10, 8-in. oscillating; touch start and stop oscillating action; both models, high speed induction motors, a.c. only, 105-115 volts; 11½ in. high, 8½ in. wide; black art metal base.—*Electrical Merchandising*, August, 1933.

Latex Lamp Cord

Simplex Wire & Cable Co.,
201 Devonshire St., Boston, Mass.

Device: Rubber sheathed twin lamp cord.

Description: New type lamp cord, with thin covering of tough rubber in place of usual silk or cotton braids. Wall or web of rubber between insulated conductors is an integral part of sheath. Small in diam. Weighs 26 lb. per 1,000 ft.; furnished on spools; black, green, brown or mahogany.—*Electrical Merchandising*, August, 1933.

Electrical Merchandising, August, 1933